

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City



VOL. CLXV, No. 1

NEW YORK, OCTOBER 5, 1933

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## CHILDREN OF NEGLECT

DILIGENTLY, tire manufacturers have been building more and more mileage into automobile shoes.

Wantonly, through underinflation, motorists have wasted this mileage; brutally maltreated these better-wrought tires.

Here was a deplorable condition calling for attention by a specialist. Who more logical than A. Schrader's Son, Inc. — "Makers of pneumatic valves since 1844."

Numerous autopsies on the victims of this widespread massacre proved motorists guilty of "neglectitis."

Grilled for reasons, they answered in chorus—"Too much trouble—haven't time—to unscrew dust caps, then valve caps, then add air, then replace caps."

Magically, Schrader specialists produced the remedy—"Dublechek," a cap which is in itself a valve, an ingenious device that screws right on your tire valve. A double valve that double-stops air leakage and makes inflation as easy as turning on a water tap. Nothing to unscrew or put back or get lost.

Since most motorists are guilty of tire "neglectitis," Schrader "Dublecheks" needed but two things to put them over—well-managed sales effort and well-directed advertising.

Our client's efficient distributing organization gave the former quick momentum. That more than a million "Dublecheks" are now on the job speaks for the effectiveness of our contribution.



## N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS

Washington Square, Philadelphia  
Chicago

San Francisco

New York  
Detroit

Boston  
London

*The Federal Advertising Agency offers its customers a three-point service comprising continuous plan, copy, and detail contacts. It is a specialized service that is individual to your own marketing requirements. Interested advertisers are invited to "put it up to men who know your market".*



444 MADISON AVENUE, NEW YORK

TELEPHONE: ELDORADO 5-6400

Issued week  
Publishers,  
June 29, 1933  
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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXXV

NEW YORK, OCTOBER 5, 1933

No. 1

## Renaissance of Advertised Brands

Low-End Merchandise on the Way Out Under the Codes

By Roy Dickinson

IN some lines advertised brands more than held their own during the dark years. In some others they were gradually being forced out by chiseling price competition. Quality makers were being bled to death by the most unfair and unscrupulous competitive practices ever seen in our industrial history. The public and makers of unbranded merchandise seldom give credit to the work of the advertised brand in helping save an industry.

The O-Cedar Corporation, for example, made a survey in 15,000 homes, and proved that it was possible to reduce the price

of merchandise to a figure where it wouldn't sell at all. After its survey it put into effect a legally sound price protection policy, built new quality into the merchandise, eliminated free deals and all special discounts, stopped retail and wholesale price-cutting on merchandise which was formerly one of the worst price footfalls in the country. The company couldn't have helped to save a whole industry if its products hadn't been advertised and bought by housewives under a recognized brand name.

In many another line advertised brands emerged from the chaos of claw and jungle price wars, started whole industries in another direction, beating the NRA fight on the chiseler by from one to three months. In some industries fighting brands did the trick.

Parker introduced the Parker-ette Pen at \$1.95 to battle against the unknown \$1 pens that were flooding the market. It hasn't certain features of the higher-priced item and is not meant to detract from volume of the full-priced lines. But Parker secured valuable volume and outlets it would otherwise have lost entirely.

\* \* \*

Now under the codes one fundamental is that goods shall not be

produced and then sold at a loss.

Floyd Carlisle, big industrialist, last week emphasizing this point, asked: "Are the men who drafted these codes big enough to make them work?" This seems to me a more pertinent remark than many of the current kicks at the whole philosophy of the Blue Eagle. Advertisers will be in the forefront in making industrial codes work, in taking away the chisel from the price-tag boys. Cynics, too, are a drag on a powerful constructive force.

Much of the present cynicism and criticism of the NRA seems to me to be based on a bad case of the jitters. It is like the early criticism of our war-time preparations. Too much was expected too quickly. Then as now many a critic, when work was still in the organization stage, cried aloud because there wasn't an "air road to Berlin." The whole NRA program is as gigantic an undertaking as war preparations were. It takes time. Yet many who loudly claim that the Blue Eagle is about to go into the red, won't give the helpful bird a real chance.

Many maladjustments need ironing out. In some places labor will have to be relieved still more, in

others labor has been granted so much that attention will have to be paid to the economic jam his employer is in through being asked to pay higher wages for shorter hours out of no profits.

Some of the chief criticisms leveled against the program is the lag of the public works program; that it marks a decided drift toward State Socialism; that capital goods are not being purchased; that the NRA is a long-term measure of social justice, not a cure for the emergency; that industry is being driven into a system of bureaucratic regimentation; that higher wages will prove fatal to smaller concerns; that labor racketeers will rule the country.

### *Credit for Capital Goods*

That matter of credit is a most important one. Let the Government change that portion of the Securities Act which makes an investment banker personally liable, (a section discussed fully in *PRINTERS' INK* for Sept. 14) if it wants more credit facilities which will go into capital goods.

There are, it is true, many labor racketeers. There are also capital racketeers for almost every labor gent of the same stripe. Rugged individualism wasn't saving us but was rapidly becoming ragged individualism. On the trend toward Socialism perhaps the NRA will do a better job than Socialism could ever do—go beyond it.

What does Socialism offer except administration by the State of production and distribution? When did professional politicians ever do a continuing efficient and honest job? But the business man has done wonders in his search for profits. What might be accomplished when he co-operates with other leaders in his field? The NRA offers that challenge and chance. Retaining the old profit motive, it puts enlightened selfishness to work for the common good, or offers that chance at least.

In this modern co-ordination national advertisers are now taking the lead. For the man who always told the public with pride about

his goods, that man took a public pledge of high purpose and fair dealing. He had no use for unfair trade practices, he hated the philosophy of the chiseler. He didn't sweat his labor. Yet he suffered when the chiseler did his stuff. When the big combination of operators in soft coal production sweated their labor he suffered. He couldn't sell his branded quality merchandise to men who were usually in debt to the company store and who owed rent to the landlord.

Here is one phase of the rebirth of the advertised brand and the opportunity of the owners of advertised brands of the greatest importance. To be specific and to use the case method: Not the least of the achievements of the Recovery Administrators was to get the soft coal operators under one code instead of the twenty-eight which were offered. About 345,000 men are affected.

Taking into consideration the various tonnage rates and allowing for variations in districts, the editor of *Coal Age* tells me, he would say, as an approximation that \$500,000 a day more in wages will be paid out than a year ago.

If, by better marketing, other improvements, these miners could work four full days a week from September 15 and, if we assume, they save all their increase for Christmas shopping until December 15 under the new code, there would be \$24,000,000 more spent by those miners and their wives.

### *Much Will Be Spent for Advertised Products*

No matter how or how soon those increased wages are spent, much of it will be spent for advertised merchandise, for miners' wives, like other women, have had enough of shoddy stuff. No system has been more wasteful than that by which consumers purchased unidentified products by looking over price tags—invested hard-earned money only to find it gone into products which were inferior, unsatisfactory and therefore wasteful.

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be multiplied. It illustrates broadening the base of effective demand. Advertisers couldn't keep on selling to a scant upper crust of the population. Our economic machine cannot be profitably operated unless the masses of our population have money to make their demand effective.

For today, if all the people who have money to spare bought everything they wanted to buy, there still wouldn't be an adequate market for the products of our farms and factories which are becoming more productive each year. Making customers as well as merchandise is an essential of the modern economy. This the codes will help to do.

\* \* \*

There is a definite and specific example of the rebirth of the advertised brand in the field of men's clothing. Men, like their women folks, have had enough of unbranded, unadvertised clothing which so often turns out to be inferior after short use. Men, like their wives, hate to see their money wasted on stuff which doesn't give them any satisfaction over the period during which they have a right to expect satisfactory service.

Brill Brothers in New York City who, during the recent years have been featuring half-price sales of unbranded men's suits, have just announced that they have taken on the Kuppenheimer line and will feature this advertised product almost exclusively.

One of the chief executives of Kuppenheimer reports that his company has opened during the current season some eighty-five to 100 new accounts, a great many of which have not handled advertised brands in recent years. Among these new accounts are a great many retailers who several years ago handled advertised brands and then dropped them during the depression. During that time they were buying up distress merchandise from manufacturers, many of whom sweated their labor, but they are now finding it more profitable from every point of view to return to the advertised brands.

B. Altman & Company in New York, who before a few years ago were never known to feature an advertised brand of men's clothing, have taken on the Hickey-Freeman line and are going to put considerable advertising back of it.

Stores in many other fields and departments in department stores are now showing a definite swing back to the advertised brand.

When I ask department store men the reason for this mass movement, most of them tell me that the manufacturers of low-end merchandise have had to raise their prices so much as a result of the new codes that the price differential they formerly enjoyed as compared to advertised brands has been largely wiped out. Naturally with this price differential practically eliminated, sound retailers prefer to handle the brands which have built up a reputation by consistent advertising to consumers over the years.

It is understood that R. H. Macy & Company are returning to advertised brands, especially in the drug department.

Another company which bears testimony to the fact that women have become sick of buying from price tags alone is the Printz-Biederman Company, makers of Princess garments. This company which operates in a field that has been overrun with low-end merchandise and the worst kind of cut-throat competition in general, now reports that retailers are coming back into the fold and coming back fast.

\* \* \*

This low-end merchandise that the customer used to fall for, which the renaissance of the advertised brand is now changing, came from curious sources.

There was an old red barn by the side of a road.

A smart, dapper young fellow came up from the city, put some stoves in it during the cold winter days two years ago, stuck some glass in the windows where it had fallen out, and summoned the farmers' daughters to come on to work. The girls who used to de-

(Continued on page 96)

## New NRA Advertising Drive

**N**EXT week will see the much-talked-about advertising campaign to stimulate consumer buying under way. As with previous employment of advertising to educate the public to the purpose of the NRA, publishers will be asked to co-operate by donating space to carry the Recovery Administration's advertising copy.

Previous efforts have met with acceptance on the part of some publishers and refusal on the part of others. The campaign next week will have for its theme, "Buy Now." But there will not be any stress on the urge to "buy now" for over-played reasons of patriotism. Rather, people will be advised that "now is the time to buy" for purely selfish advantages to the individual because, with more employment and more money in circulation, prices are certain to advance.

"Without ballyhoo, red fire and hoopah of the ordinary drive," the NRA announces, "every available medium—newspapers, magazines, radio and motion pictures—will be

utilized to reiterate that the inevitable result of a successful program to put men back to work will be higher prices."

This is one of three phases in the program outlined by the NRA. Individual units, similar to the plan worked out by the New York division, are obtaining the co-operation of advertising interests in preparation of copy for local use. Such advertising is to be run in paid space under the sponsorship of financial, trade and business associations and groups. A campaign worked out for New York, it is understood, has been waiting word of the general program at Washington before being released.

The aim of the Government is described in a letter which has been sent to all NRA committees. "The efforts of the Federal Government in this buying campaign," the letter states, "will be largely directional and educational, with a view of correlating the great merchandising capacity of American industry in a mass movement to stimulate trade."

### Calahan, Promotion Manager, Condé Nast

Harold Augustin Calahan has been appointed promotion manager of The Condé Nast Publications, New York. After many years of agency experience, Mr. Calahan started his own business in 1926 as counselor to advertisers and publishers. He was editor of *Modern Priscilla* for two years and both editor and publisher of *New Business*. He will now be engaged exclusively in the promotion of the Condé Nast Publications.

### Joins "Herald and Examiner"

Carlton S. French, formerly assistant classified advertising manager of the *New York American*, has been appointed classified advertising manager of the *Chicago Herald and Examiner*. He succeeds C. W. Horn, who has been transferred to the general staff of the Hearst Newspapers at New York.

### L. G. Meads with International Printing Ink

Lawrence G. Meads, recently a partner in The Blackman Company, New York, has joined the International Printing Ink Corporation, New York.

### F. M. Surface Heads Colonial Beacon Oil Division

F. M. Surface, for six years assistant director of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce, has been made director of a new division of sales research in the Colonial Beacon Oil Company, New York. R. R. Cunningham, formerly manager of marketing development for the Hudson Motor Car Company, has also joined the company to handle sales promotion and sales training activities.

### Added to Mathes Staff

Wilfred S. King, former radio director of the New York office of H. W. Kastor & Sons, Inc., has joined the radio staff of J. M. Mathes, Inc., New York advertising agency. William T. Okie and Paine Knickerbocker have joined the production staff.

### New Tuthill Vice-President

Rupert Thomas, who has conducted his own agency in New York for four years, has become vice-president of the Tuthill Advertising Agency, Inc., New York.

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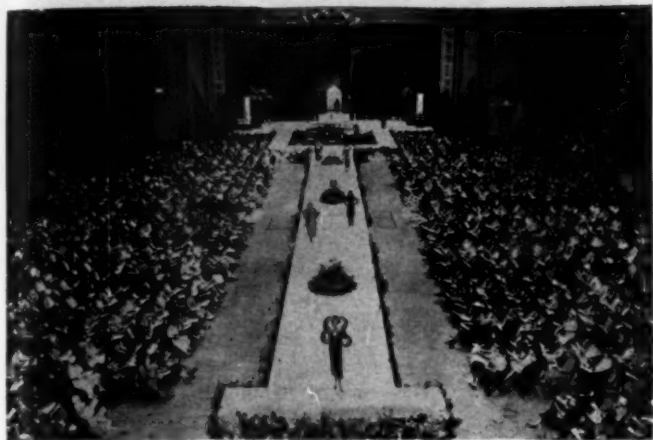
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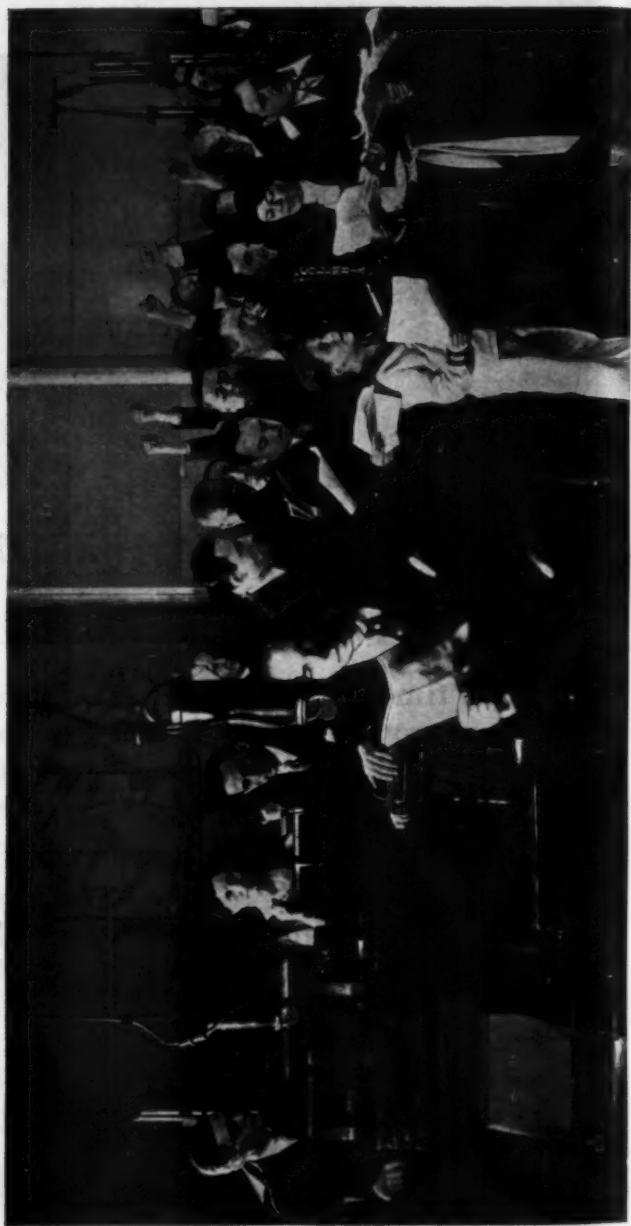
## 19,000 Paid Admission to Fall Fashion Show

**T**HREE times in two days, Milwaukee women crowded the Fall Fashion Show sponsored by The Journal. More than 19,000 paid admissions demonstrated a keen interest, which augurs well for fall sales in Milwaukee.

The success of this event, promoted exclusively in The Journal, is another indication of the reader confidence and prestige which make this newspaper so notably productive for advertisers. It is an indication, too, that Milwaukee is *today* a favorable field for aggressive advertising. Have you tried it lately?

**THE MILWAUKEE JOURNAL**

**FIRST BY MERIT**



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**"Well, before I planned any dramatic radio program I'd at least talk with the advertising agency that produces 'The March of Time'."**

**"That's BBDO."**

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*NOTE: "The March of Time" returns to the air Friday night, October 13, at 8:30 E. S. T., on the Columbia Network, under the sponsorship of another BBDO client, Remington Rand Inc.*

BATTEN, BARTON, DURSTINE & OSBORN, Incorporated, ADVERTISING  
NEW YORK • CHICAGO • BOSTON • BUFFALO • PITTSBURGH • MINNEAPOLIS • KANSAS CITY

# "Your Product Is Good News; Advertise It!"

NRA Addresses Nation's Leading Manufacturers and Advertisers  
Over the Signature of

General Hugh S. Johnson

National Recovery Administrator

**O**FFICIALLY, the NRA has expressed itself about advertising. A letter that went out on September 29 to leading manufacturers and advertisers throughout America urged the recognition of advertising as news. "The way to do it is to place the news about a good value or a good product side by side with the other news of the world."

In full, General Johnson's letter follows:

I should have preferred to discuss this with you in person, but all concerned are so busy these days, and the matter is so pressing, that I take this means of bringing it to your attention.

No one is better informed than yourself regarding the industrial difficulties of the past few years, and I do not propose to waste your time by rehearsing them. However, I think we all understand that over and above the widespread inability of the public to buy, there has been a well-defined tendency on the part of a great many people to do without things, even in those cases where they had the money to pay for them.

In other words, fear as to the future has been a powerful factor in keeping tight drawn the purse strings of the nation.

Now, we have accumulated here in Washington a body of indisputable evidence that the occasion for such fear has ceased to exist. Not only that, but we have also very strong evidence that the fear itself is rapidly losing its grip upon the public.

First, as to the evidence pointing toward a more secure future:

I have not, of course, space in this letter to present it fully (although I should be glad to send you a complete summary to date)

but you may be interested in a few characteristic items:

Factory employment is up 24 per cent in August, 1933, as against the same month last year.

Industrial production is up 71 per cent in July, 1933, as against the same month last year.

Business failures show a decrease of 47 per cent in August, 1933, as against the same month last year.

Farm prices are up 33 per cent in July, 1933, as against the same month last year.

Second, as to the evidence that public fear is passing:

We do not base our conclusions solely upon the thousands of friendly letters received here daily from private citizens (gratifying as they are); nor upon such spontaneous outbursts of enthusiasm as the NRA parade in New York City (250,000 in line, with onlookers estimated at 2,000,000, who stood watching for ten hours). Our evidence is based upon recent nation-wide reports:

Payrolls are up 40 per cent in August, 1933, as against the same month last year.

Carloadings are up 23 per cent in August, 1933, as against the same month last year.

Automobile factory sales are up 38 per cent in June, 1933, as against the same month last year.

Steel ingot production is up 245 per cent in August, 1933, as against the same month last year.

In view of these developments, we believe that the opportune moment is at hand for American industry to bend every effort toward increased sales.

In order to increase sales at the present moment, we believe that two courses of action are absolutely essential:

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Oct. 5, 1933

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### TIVE, UP-TO-DATE MERCHANDISE, FAIRLY PRICED.

If the public is to be induced to buy in profit-producing quantities, it must be attracted by products obviously superior to their present possessions.

During the past four years, as you know, many manufacturers have felt it wiser to withhold from the market new and improved merchandise, in the belief that the public lacked the buying power and the inclination to absorb it.

Now, as we have indicated, buying power is being restored, and fear is passing. The time has arrived for the manufacturer to place these products before the public.

### 2. AGGRESSIVELY PROMOTE YOUR PRODUCTS TO THE PUBLIC.

There is no longer any reasonable doubt that the public is beginning to shop again, and to look toward replacements for its worn-out possessions.

*American industry must help the public to find the goods it needs.*

The modern method is advertising. The American public looks to advertising for news of

good merchandise and good values.

There has never been a time when the public was so alert for news, as now. Events have moved so rapidly that people would be completely ignorant of what is going on if they did not closely follow the press.

This tremendous public interest in news can be capitalized by American industry. And the way to do it is to place the news about a good value or a good product side by side with the other news of the world.

\* \* \*

These conclusions have been reached as a result of an exhaustive nation-wide study of present conditions, and with the generous co-operation of some of the foremost merchandising authorities in the country. I have been able here to give them to you only in their broader aspects. Within a few days I shall take the liberty of sending you an outline of a more detailed program which I believe will interest you.

Very sincerely yours,  
(Signed) HUGH S. JOHNSON,  
National Recovery Administrator.

★ ★ ★

### With Franklin Printing

H. C. Hallberg, for many years with Rogers & Company, the Madison Square Press and the Albert H. Vela Company, has joined the New York sales staff of the Franklin Printing Company, Philadelphia. A New York office has been opened in the Chanin Building.

### Appoints Pittsburgh Agency

The Enterprise Aluminum Company, Massillon, Ohio, maker of the Drip-o-lator, has appointed the J. B. Rodgers Advertising Agency, Pittsburgh, as advertising counsel.

### Has Runkel Advertising

Runkel Brothers, Inc., New York, maker of Runko with Malt, has placed its advertising account with N. W. Ayer & Son, Inc.

### B B D O Has Dairy Account

The Isaly Dairy Company, Pittsburgh, has appointed Batten, Barton, Durstine & Osborn, Inc., as advertising counsel.

### Death of Harry C. Slein

Harry C. Slein, vice-president of the Yawman & Erbe Company, Rochester, and president of the Office Specialties Mfg. Company, Toronto, died at the latter city recently, aged fifty-four. He was formerly advertising manager of Yawman & Erbe and was a charter member of the Rochester Ad Club.

### Joins Koppel

Mose R. Randall is now with the sales force of the Koppel Printing Company, Inc., and the Koppel Photo Engraving Company, Inc., New York. He was formerly assistant production manager of Weil, McGinnis & Sloman, Inc.

### Adds to List

The New Kensington, Pa., *Daily Dispatch* and the Sharon, Pa., *News-Telegraph* have appointed DeLisser, Boyd & Terhune, publishers' representatives, as their national advertising representatives.

### Represents Tampa "Tribune"

The Tampa, Fla., *Morning Tribune* has appointed Sawyer-Ferguson-Walker Company, publishers' representative, as its national advertising representative.



## Seven Meetings for A.B.C. Week

A. B.C. Week at Chicago will bring together during the third week in October six publishing and advertising associations, in addition to the meeting of the Audit Bureau of Circulations.

The occasion has a special significance this year, for, as the fan dancers and other educational exhibits on Chicago's lake front are getting in their final flings, the Audit Bureau will check off one-fifth of a century of progress. This will be its twentieth annual convention.

The program will follow its usual pattern, opening on the morning of October 19 at the Stevens Hotel with a general session. The report of President P. L. Thomson will be presented. The six divisional groups will hold their meetings in the afternoon. A general session will be held on the following morning.

One probable development of the convention may be action on a definite plan for establishing newspaper city and retail trading zones. A committee appointed to deal with this problem expects to be able to have a plan completed for submission to the board at its meeting during A.B.C. Week, with the possibility that the plan will be submitted to the membership at the convention.

A type of program differing from that of past meetings has been adopted for the fall gathering of the Inland Daily Press Association, scheduled for October 17 and

18 at the Morrison Hotel. The usual list of speakers will be replaced by a series of executive-session round tables, conducted by the chairmen of the various committees. A great deal of the time will undoubtedly be devoted to NRA matters.

On the same two days the Central States Circulation Managers Association will go into session at the Congress Hotel. Group discussions, presided over by President R. W. Taylor, of the Flint, Mich., *Journal*, and several talks are planned.

The Agricultural Publishers Association will convene on October 18. Discussion of internal association matters and the election of four new directors are among the agenda.

The annual meeting of Major Market Newspapers, Inc., takes place on the same day at the Stevens Hotel. Special representatives of member newspapers will be guests at a luncheon.

The customary fall meeting of the Association of Newspaper Advertising Executives will be held October 19 at the Stevens. There will be the usual frank and spirited discussions, led by Don U. Bridge, of the *New York Times*, plus probably a luncheon.

The directors of the Bureau of Advertising of the American Newspaper Publishers Association are scheduled for a dinner and meeting at the Stevens on the evening of October 19.

### Rahm to Lockwood-Independent

Herbert C. Rahm, for eight years advertising manager of the Yale & Towne Manufacturing Company, Stamford, Conn., has been appointed advertising and sales promotion manager of the Lockwood Hardware Manufacturing Company and The Independent Lock Company, Fitchburg, Mass.

### Gets Fada Account

The Fada Radio & Electric Corporation, Long Island City, N. Y., has placed its advertising account with Hirsabon-Garfield, Inc., New York advertising agency.

### Vogl Joins Ingersoll Steel

Oscar Vogl, recently general merchandising director of the Pabst Corporation, Milwaukee, has been named general sales manager of the beer barrel division of the Ingersoll Steel & Disc Company division of the Borg Warner Corporation, Chicago. He will specialize in the promotion of Krupp designed beer barrels, stainless steel and stainless clad steel tanks and other equipment for breweries.

### New Farm-Paper Campaign

Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency, has been appointed to direct the advertising of the Walsh Harness Company, Milwaukee. A campaign in farm papers is being started.

# Getting Better—and Better!

The 81st Annual Indiana State Fair, held at Indianapolis September 2nd to 8th, inclusive, had a total paid attendance of 42,774 more than last year, or an increase of 31 per cent.

On Friday, September 15th, Chas. W. Chase, president of the Indianapolis Railways, announced the purchase of fifty new street cars and eighty new trackless trolley cars and the perfection of a general street railway improvement program costing \$2,550,000. This order is one of the largest single purchases ever made by any street railway company.

Here's a few notes selected from the Indiana Business Review of September 20th (a monthly summary of trade and industry in Indiana, published by Indiana University): Indianapolis: The general business situation continued to improve during the past month. . . . More new cars sold in August than during any other month since May, 1931—August total was only 5.9 per cent under theoretical normal. . . . Department store sales made more than usual seasonal gain to point well above a year ago (preliminary report). . . . Drug store sales gained during August. . . . Incomplete returns indicate total employment in all lines of trade and industry gained 11.0 per cent during August.

The Indianapolis News is producing results for its advertisers in keeping with the continual betterment of conditions in this market.

If you want profitable sales in the Indianapolis Radius, place your advertising in the one newspaper that can sell this market profitably, economically . . . and ALONE.



## THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York  
Dan A. Carroll, 110 East 42nd St.

Chicago  
J. E. Lutz, 180 N. Michigan Ave.

JOYCE FENLEY

THE CHAPERON

PAINTED FINGER NAILS  
and  
GOOD BISCUITS

DONNA GRACE

ELSIE ROBINSON

MRS. WILLIAM MITCHELL BLAIR

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WHEN the Chicago American printed a story not long ago telling women about a new way to make up their legs (the American was the first newspaper in the United States to tell it) the response flooded this office—and Chicago stores!

Chicago merchants ordered new supplies of the product by air express!

And Chicago American women are as modern in the care of their children, in the service of their homes, in furnishing their homes,

as in painting their finger nails.

That's why Mary Martensen, the American's Home Economics Expert, was recently voted the most popular feature in the newspaper.

Covering every phase of modern women's interests, the American employs a distinguished staff:

Mrs. William Mitchell Blair, social leader, who writes of Chicago's society. The Chaperon and her stories of society people. Mary Martensen, with the largest audience in the evening newspaper field.

Joyce Fenley, on smart fashions. Donna Grace's new beauty column, immediately successful. Elsie Robinson, Josephine Culbertson, Dr. William Brady, Dr. Arthur Dean.

All this is a potent influence on the sale of merchandise in a tremendous market—well over 400,000 Chicago American families who will spend at least \$500,000,000 for merchandise in the next twelve months.

With consistent, effective copy, the American can deliver substantial results in this enormous market.

# CHICAGO AMERICAN

a good newspaper

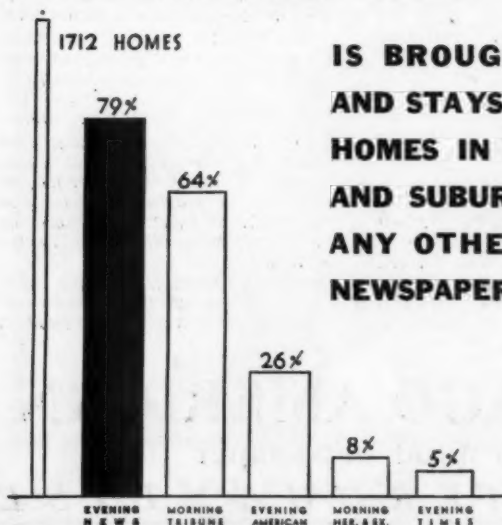
## FOR MERCHANDISE

advertising E. Boone Organization

# REAL HOME COVERAGE

**I**N River Forest, exclusive western Chicago suburb, out of 1,712 families interviewed, The Chicago Daily News stays in 1,354 homes. This is 261 more than of the first morning paper and 917 more than of the second evening paper. Furthermore,

## THE CHICAGO DAILY NEWS



**IS BROUGHT INTO  
AND STAYS IN MORE  
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# Stimulates a Whole Industry by Advertising to One Man

How a Wool-Processing Firm, Appealing to Its Own Association, Seeks to Inspire a Broad-Scale Merchandising Program

By Alban Eavenson

President, Eavenson & Levering Co.

**W**E advertised to an individual. In business-paper space, we addressed a full-page advertisement to one man.

The man was Arthur Besse, just elected president of the National Association of Wool Manufacturers. In an open letter to him, we outlined the state of industry in general, and of the wool industry in particular; and we urged upon him this thought:

This company suggests that nothing could be more in keeping with the Administration's aims, nor better calculated to advance the industry's welfare, than for the National Association of Wool Manufacturers to take the lead in getting every concern in the industry to contribute generously, in proportion to its means, for a comprehensive program of market research and sales promotion, **AND TO DO THIS AT ONCE.**

That advertisement appeared in business-paper space in September. Through the same channels we shall advertise in October to this effect:

It is our suggestion that the Association now take hold and make Christmas, 1933, the kind of Merry Christmas for wool that it could and should be. Here is an opportunity that cries aloud for immediate, co-operative action of exactly the sort that our national association is fitted to lead.

Along the same line, we shall advertise again in November.

And why? Why should our company, which sells nothing to the consumer, concern itself with accelerating retail distribution? Why should we look upon the present as a propitious time for action?

Well, with us the activity isn't new. But the answer as to this-minute timeliness lies in the NRA and what it has done to our industry.

For the first time—thanks to the NRA—the industry has been brought into a condition approaching cohesion. Firms that formerly would not go along with any co-operative movement now are members of the National Association of Wool Manufacturers; and, because of its greatly increased importance under the National Recovery setup, they must give the association at least some measure of recognition and support. And so we have felt that, since circumstances have conspired to accomplish so much in getting the wool industry together, a further push might head the industry toward the kind of action, that so many firms—including our own—have wanted for so long.

## *Idea Has Been Urged a Long Time*

We've been at the task for some time. For eight or ten years, in season and out, and in conjunction with our advertising agency, we have been urging the wool industry to get together in a comprehensive program of market research and promotion in order to save and to extend its dwindling market.

Five or six years ago we issued a series of booklets on the subject and mailed them out to wool executives all over the country. These, we feel, helped to start the industry thinking along promotive lines; and we received many favorable comments. But nothing was started in the way of an active, co-operative campaign.

About four years ago we started the publication of our little house magazine, "Making the Grade With

Wool"; and in this publication we have continued to hammer away at the thought that the wool industry must get together and do something, or be content to take a seat still farther back. From one point of view and another, by fables, by the marshaling of facts and figures, by occasional articles in the lighter vein, almost every month for years we have prodded the industry and coaxed it to start something.

### ***Will Benefit with the Industry***

Perhaps someone will think that we could not afford to carry on this work if there were not something in it for us. There is something. We operate the biggest and probably the best-known wool-scouring and carbonizing plant in the country. A fair proportion of the work to be done in our line naturally gravitates to us. Our idea is that if we can influence the wool industry to do a real merchandising job, as many other industries have done, we, along with other concerns in the industry, will feel the benefits.

Although we, ourselves, have nothing to gain, directly, from any consumer advertising that might be done, we naturally would get more business if the consumption of wool were increased.

Upon a per capita basis, the increased consumption need not be very great. As Herbert Corey pointed out in an article in *Nation's Business* in December, 1931, the wool industry would be in a prosperous condition if the per capita consumption were increased by only as much as six ounces.

It is said that in 1920 the United States' production of wool exceeded the 1910 production by 76,544,000 pounds. In the same period, population increased from 92,000,000 to 120,000,000. In 1923 there were 1,004 wool-manufacturing establishments employing 237,454 persons. In 1929 there were 838 establishments, employing 184,711. In 1930, the consumption of raw wool for clothing, as estimated by the Department of Commerce on returns covering virtually 80 per cent

of the industry, amounted to 377,570,000 pounds—a decrease of 27 per cent from the total for 1929. And the consumption for 1929 has been the largest since 1923.

Yet, despite the evidence of decreasing per capita consumption despite the all-too-apparent difficulties with which the industry is faced because of under-consumption and despite the fact that other associations have pointed the way to improvement—the United States Department of Commerce estimates that in 1930 various associations spent more than \$22,000,000 for research and commercial activity—the wool industry wouldn't release a nickel. It stood pat on the position it had held for twenty years: "People must always wear wool." Of course, they must. But there's nothing to prevent them from wearing a little less each year.

Against that background of facts, we have gone into advertising space this fall in an effort to help bring about an increase in consumption. As so many companies say, "our business is different." Our particular service is a rather hard one to advertise. With ordinary advertising about all that we can hope to do is to keep our name prominently before customers and possible customers and to induce them to think of us as a progressive house of a type with which they like to do business.

### ***A By-Product Effect of the Campaign***

But, incidentally, one of the by-product effects of our current advertising is that our more or less disinterested campaign has attracted the attention of wool men all over the country; and, as a consequence, it perhaps would be true to say that we are better known now than any other firm in our particular line in the industry, and maybe as well known as any but the most prominent firms in the woolen industry in general.

Now, about the campaign, itself:

We opened with the open letter addressed to Mr. Besse. Partly, our purpose in adopting that particular frame of expression was to

clothe the rent new. In one pment app with a ne election—important National Manufact A furtl Mr. Besse new brood by putting him prom him to the message open.

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clothe the advertisement with current news interest and timeliness. In one publication our advertisement appeared in the same issue with a news story that told of his election—the day before—to the important office of president of the National Association of Wool Manufacturers.

A further thought in addressing Mr. Besse in person was that "a new broom sweeps clean," and that by putting our arguments before him promptly we might persuade him to think along the lines of our message while his mind was still open.

Perhaps it will be interesting to review that opening advertisement. In it we addressed Mr. Besse, in part, as follows:

Your election to the leadership of wool's most powerful and most inclusive body of representatives comes at a time when the industry is faced with unusually diverse and difficult problems and with unique opportunities to solve them. We hope you will forgive us if in congratulating you on your appointment—an appointment which must make you no less proud than apprehensive—we pass on to you some thoughts in connection with the present situation for what they may be worth. . . .

With the rounding out of the New Deal for manufacturers, with higher price levels achieved and more wage-earners getting more money in their pay envelopes, one step will remain to complete the cycle. Mr. and Mrs. John J. Public must be induced to buy, and to buy until it hurts, or the whole elaborate structure of the New Deal will fall down in utter ruin. Manufacturers cannot long sustain the cost of shorter hours, higher wages, increased expense all along the line, without greatly increased buying.

In short, this is the zero hour. Something has been started that only the buying public can finish. . . .

With such thoughts in the mind of every man capable of thinking, and most of all in the minds of those responsible for the working of the NRA, it seems certain that the coming "drive" on consumers will

equal in feverish intensity any propaganda ever seen in this country. . . .

And not only the Government will be exhorting and cajoling people, with all kinds of inducements and reasoning, to buy. But every firm and every industry will swell the chorus, each pointing out that its particular product is the one that ought to be bought first. . . .

You will be amazed to learn that to qualify as a loyal patriot it is almost essential to buy Whosis Fruits, a Whatsis Motor Car, as well as Soandso's Linen Sheets. . . .

We have no intention to poke fun at firms and industries that tie in with the "buy now" movement. It's good strategy. The main thing is to get money into circulation, get things moving, complete the cycle. If people start buying (and if they don't, nothing else will matter much) *they'll buy what they have been sold.* . . .

Many industries are already prepared through strong, sales-minded associations, amply supported, to apply the principles of salesmanship. . . . Is wool going to continue to be content with skimmed milk while others get the cream?

This, we believe, is a matter challenging your immediate and most careful consideration. . . .

The advertisement closed with the paragraph I already have quoted—the suggestion that the association take the lead in inducing the industry to back a comprehensive program of market research and sales development.

Our October copy will tie itself directly to the pre-Christmas season.

In part, it will read:

All portents indicate that this coming Christmas will witness more generous gift-buying than in some years past. "Buy now" propaganda, under the direction of NRA, will have reached its mighty crescendo. . . .

But, though there may be more Christmas shopping this year than in a long time, as we pointed out previously in this publication—the *people will buy what they are sold.*

Influencing buying at Christmas time has seemed to us a good start.

ing point for co-operative promotion of wool. . . .

This is why this company in the autumn of 1931 sponsored and, with the co-operation of more than six score of firms and organizations, put over the first "Wish It With Wool" campaign. More than 300,000 folders were distributed within the industry. . . .

In the following year, last Christmas, the scope of the campaign was broadened to carry its appeal to the general buying public. We prepared a 24-page booklet, profusely illustrated with wool gift suggestions and telling something of wool's merits and how to care for woollens. . . .

That it did real good there can be little doubt. . . . But we are convinced that no real job for wool can be done under the leadership of any individual concern, regardless of the voluntary co-operation that may be secured from others. . . .

The wool industry now has a strong, central organization in the National Association of Wool Manufacturers. Some degree of recognition and support for this association is made virtually compulsory under NRA requirements. . . .

Not for a minute do we intend to imply that a Wish It With Wool

campaign, even put over as effectively as the national association could put it over, would in itself constitute all that's needed in wool promotion. By itself, such a campaign at best could be little better than a Wool Week or other ephemeral movement.

But a holiday selling campaign is the immediate opportunity that offers; it presents good promise of real results that can be measured in sales; it can and should serve as a first step in the broad program of market research and year-around sales promotion that the industry has long needed.

It will be our pleasure to co-operate to the fullest possible extent in any such movement launched by the national association. Furthermore, we have on hand a quantity of the "Yours Most Faithfully—Wool" booklets that were used last year, which we shall be glad to turn over without charge to the association for any use they may see fit.

Let's go, WOOL!

And, meanwhile, we shall keep hammering away. We are convinced that the course we suggest for our industry is the right track for it to follow.

### Outdoor Convention City and Dates Changed

The 1933 convention of the Outdoor Advertising Association of America will be held at Louisville, Ky., instead of at St. Louis, as previously planned. The dates will be October 31 to November 2. B. W. Robbins, president of the General Outdoor Advertising Company, will serve as general chairman of the convention.

A feature of the meeting will be presentation and probable adoption of a definite public policy for the entire outdoor advertising industry. There will also be progress reports on the Harvard University traffic research and discussion of the work of the Traffic Audit Bureau.

At the annual session on national advertising, Stuart Peabody, president of the Association of National Advertisers, and W. C. D'Arcy, chairman of the American Association of Advertising Agencies, will be speakers.

### Appoints Lorenzen & Thompson

The Jackson, Miss., *Daily News* has appointed Lorenzen & Thompson, Inc., publishers' representative, as its national advertising representative.

### LaMalice with Prudden, King & Prudden

Arthur LaMalice, who organized and had charge of the Canadian newspaper division of the Beckwith Special Agency, Inc., has joined Prudden, King & Prudden, Inc., publishers' representative, and will have charge of its Canadian newspaper department. Mr. LaMalice was, for a number of years, advertising manager of *La Presse*, of Montreal.

### Palmer, Associate Editor, "Printers' Ink"

Robert W. Palmer has returned to the staff of *PRINTERS' INK* and *PRINTERS' INK MONTHLY* as associate editor. Previous to November, 1931, he had been managing editor for nine years.

### Advanced by Collier

O. H. Martinsen, for many years connected with the Barron Collier Organization, is now taking charge, as advertising manager, of the Philadelphia Advertising Company, car card advertising, with headquarters in the Integrity Trust Building, Philadelphia.

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# In BALTIMORE--

## DEPARTMENT STORE SALES RISE HERE

Federal Reserve Reports Big-  
gest August Of Any City  
In District

INCREASE 30.3 PER CENT.

Statistics Show Trend Of Retail  
Trade Here Steadily Upward  
Since Bank Holiday

By J. S. ARMSTRONG

Department-store sales in Baltimore increased 30.3 per cent. in August over the like month a year ago, scoring the broadest pick-up since the early days of the depression, according to an official retail-trade report issued yesterday by the Federal Reserve Bank of Richmond.

The gain by the Baltimore stores was the largest realized in any city in the Fifth Federal Reserve district listed in the report. Richmond showed an increase of 23.4 per cent., Washington 12.1 per cent. and other cities of the district a gain of 17 per cent. The Fifth district as a whole scored an increase of 20.8 per cent.

Business handled by the Baltimore stores has been showing a steadily improving trend since the period of the bank holiday. In February, for instance, sales were running 23.1 per cent. below the 1932 level, a file of Federal Reserve reports shows. August was the second consecutive month in which a gain over the previous year was exhibited, the value of sales having exceeded the 1932 level by 4.2 per cent. in July.

--THE SUN  
Sept. 28, 1933

**THE  
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in Sept.**

**Daily (M&E)  
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*You can't sell goods from*  
**FLUTTERING  
PAGES**

Every advertising man will agree to that. You require a newspaper that is conscientiously and steadily READ . . . not "glanced through."

That is why it is so *vital*ly important for you to ask to see the incontrovertible evidence that the JOURNAL is New York's BEST READ evening newspaper . . . and that it is read in about a quarter of a million more homes than any other evening paper in New York.

**NEW YORK  JOURNAL**

**New York's BEST READ, and therefore,  
most INFLUENTIAL evening paper**

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

**Worcester, Massachusetts**

## We Recommend Our Readers

To any firm seeking a substantial consumer market. They stick. Their loyalty is something to tie to. Show them that your product meets their needs, and they'll buy again and again—until buying your product becomes a habit with them.

***In the city of Worcester, for instance, 93% of all the people who buy newspapers buy the Telegram or Gazette.***

And of all families both in Worcester and in Worcester's average 18-mile suburban trading area who everyday receive in their homes a Worcester newspaper

**85% Read the Telegram or Gazette in their Homes Regularly—Six Days Every Week**

Advertisers interested in this substantial type of customer will find that the entire Worcester Market, city and suburban, may be adequately cultivated through these newspapers ALONE.

## THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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# Direct Mail Under NRA

Importance of Analysis of Shifting Market Values under the Codes Stressed at Convention

**SHIFTING** market values under the NRA and their relation to direct mail as a selective selling tool was the subject occupying the spotlight at the sixteenth annual sales and advertising conference of the Direct Mail Advertising Association at Chicago last week.

Some authoritative interpretations of the effects of the "new deal" on the marketing picture were provided by Major A. Heath Onthank, chief of the control division of the NRA, who was the first speaker at the opening general session and who took an active part in the following day's round table on sales and advertising problems under the Recovery Act.

There will come, as a result of the basic impulses of the NRA, a definite change in market values, both *per se* and relatively, Maj. Onthank emphasized. Specifically, the unskilled labor market is going to have a greatly increased purchasing power, followed by a demand in this market for a wider variety of necessity goods and a probable increased demand for luxuries. Skilled labor, standing to benefit as much if not more than unskilled, will be in a position to favor a wider range of goods in the luxury and semi-luxury classes. On the other hand, in his opinion, there will probably be a more gradual effect on the purchasing power in the professional, semi-professional and managerial and executive groups. There will be a decided lag in the incomes of the wealth classes and the market for super-luxuries will probably be one of the last to reach normal levels.

"It seems to me, therefore," he continued, "that there is indicated a vastly increased job for market analysis. These new relations of market purchasing power must be discovered and analyzed before anything but wild shot-gun selling can be attempted. In the case of direct mail, which necessarily involves careful study of the relations of results to costs, this pre-

requisite is especially important.

"It is incumbent on direct-mail advertising to take steps to analyze its favorite markets and to compare them with the new markets as they evolve under conditions due to the NRA codes. Old wine is being poured into new bottles. Old markets may take on many new characteristics. Under the new deal, rule one should be, 'Let there be no more guessing at market potentials.'"

Further pursuing this point in the round-table session, Maj. Onthank took issue with the statement of another speaker on the program of the day before to the effect that direct mail is adapted to the immediate action necessary under present selling conditions.

"Agreed," he said, "but don't let it be too immediate. Unless you take this question of market values to heart you will be flagrantly guilty of wasting the advertising dollar. Don't let the fact that direct mail is a fast-moving medium blind you to the need of analysis first."

Maj. Onthank also reiterated the Recovery Administration's view that there will be a large increase in all advertising under the codes. This will come "first, because advertising is abnormally low in volume now, and, secondly, because it will be necessary to tell a new sales story of quality and service, in addition to the hackneyed theme of price."

## Pledge Support to Government Efforts

Later the convention unanimously adopted a resolution pledging its "fullest public and private support" to President Roosevelt and his Administration.

President Edgar Kobak, of the Advertising Federation of America, also discussed the NRA and advertising. He told about the standard paragraph on advertising for all codes that has been worked out at Washington. The advertising



sections in the food and drug bill are being re-drafted, he added with A. T. Falk, research director of the A.F.A., taking part in this job.

A second major phase of the convention was a considerable number of talks presenting case studies of successful advertising and sales promotion campaigns.

A mail-conducted sales contest in which forty-one out of sixty-nine territories went over 100 per cent of their quota was described by Ralph Leavenworth, general advertising manager of the Westinghouse Electric & Manufacturing Company, speaking for R. C. Cosgrove, manager of the company's refrigeration department, who was unable to be present.

The plan carried out a simple theme of dramatic appeal to the salesmen—each one was striving to be a "master builder" in erecting his own "tower of progress." Maintenance of a constant atmosphere of rivalry among the men and the districts played a large part in the success of the campaign.

In another session Mr. Leavenworth, speaking on his own behalf this time, outlined the details of an industrial campaign to sell a new electric motor which, at the two-thirds mark, has brought in 4,500 bona fide inquiries. He emphasized the importance of establishing a definite job to be done and then concentrating on it with a definite plan, unified, coherent and tied in closely with the sales department.

#### **Outlines Refrigerator Campaign**

A direct-mail plan which has resulted in the sale of \$2,000,000 worth of refrigerators was outlined by F. R. Pierce, sales manager of the Frigidaire Corporation, in the course of a discussion of that company's various uses of the mails. The purpose of the campaign was to utilize present users in digging out new prospects. The mailing offered a set of refrigerator dishes and a range shaker set for the sending in of the name of a prospect who subsequently purchased a Frigidaire. A portion of Mr.

Pierce's talk appears elsewhere in this issue.

Personalized mailing pieces have increased response for the Shell Petroleum Corporation from a usual 6 per cent to 30 per cent, A. E. Holleman, assistant manager, advertising department, reported. This was a five-piece mailing to 100,000 prospects, one piece every two weeks. Three of the pieces were simulated newspaper tear-sheets, carrying a purported interview with the recipient on Shell products. The recipient's name appears in the headline of this "news story." Each piece was sent out wrapped in a plain piece of newsprint, bearing, in addition to the address, the words "marked copy."

The rules for testing—a constant requisite to successful mail selling—are few but very exacting, according to Elon G. Borton, director of advertising, La Salle Extension University. He set forth the following:

1. For a big mailing, the test must be under exactly the same conditions as the big mailing is to be made. No variation can be allowed. It must be made to the same type of prospects, under the same conditions as to territory and time as the big mailing will be.

2. In testing two or more elements against each other to find which is better—as one letter against another—the two tests must be exactly identical except for the one point being tested.

3. The number of mailings in the test must be enough to give an adequate cross-section—better send too many than too few.

4. Test even the things that seem almost sure to fail, as well as the things that seem sure to succeed. Some ideas or mailings that were unanimously condemned by our staff in advance have turned out marvelously and some that we all like have been total flops.

The tactful note in direct mail is very important, according to H. A. Batten, vice-president of N. W. Ayer & Son, Inc., whose paper was read by William B. Clark of the same organization.

"Blunders are more costly here," according to Mr. Batten, "than in

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publication advertising, where the reputation of the publication and the anonymity of the reader may help to cover up unfortunate mistakes in the advertising. In direct-mail work, anything wrong in the message comes almost as a personal affront to the reader. It cannot be argued that it is not his intelligence which is being insulted. He has no chance to feel that the gross or inane message is meant for other—and less intelligent—readers, as he could if he saw it in a newspaper or magazine."

Speaking on catalog copy, Clyde Bedell, of Pettingill, Inc., declared that the first step is to set up a planned architecture for the message, then to clothe it with the sugar coating of good creative writing. The next important point to bear in mind is to work on the reader, instead of on the merchandise. There is a tendency in catalog copy, he said, to dwell too much on the production details of the product and too little on its significance to the prospect's need. He also stressed the importance of submitting the copy to an exhaustive cross-examination before it is printed and the money is spent.

A new feature of the convention was a large exhibit showing "forty-nine ways to use direct mail," consisting of as many panels each bearing a number of actual examples of the use specified. The annual showing of the fifty win-

ning campaigns in the Direct Mail Leaders Exhibit also drew much attention.

A special prize award of \$100 in cash offered by the Albemarle Paper Manufacturing Company for the most effective blotter or series of blotters produced during the last year was won by the Youngstown Art Engraving Company, Youngstown, Ohio.

At the annual business meeting, Eliot L. Wight, advertising manager of the United States Envelope Company, was elected to another term as president of the association. Charles S. Watson, advertising manager, Goodyear Tire & Rubber Company of Canada, Ltd., was re-elected vice-president, and Ben C. Pittsford, head of the Ben C. Pittsford Company, was named a new vice-president. Edson S. Dunbar, Crocker-McElwain Company was elected treasurer. Henry Hoke was re-elected executive manager and Paul S. Van Auken was named secretary of the producer division.

Directors representing each of the five units in the association were elected as follows: *User*, Hunter Snead, J. L. Wiegand Company; *equipment*, Raymond Winger, Addressograph-Multigraph Corporation; *letter-producing*, Horace Nahm, Hooven Letters, Inc.; *envelope*, Mr. Wight; and *printing*, Mr. Pittsford. Mr. Snead and Mr. Nahm are new board members, the others re-elections.

## Heads Mail Service Group

THE Mail Advertising Service Association, International, at its convention at Chicago, last week, elected Harry C. Bates, Bates & Company, Washington, D. C., as president.

Other officers elected are as follows: Vice-president, D. H. Fleischer, Commercial Letter, Inc., St. Louis; Canadian vice-president, Percy G. Cherry, Might Directories, Ltd., Toronto; Western vice-president, Howard M. Rosine, Los Angeles Address and Mail Company, and treasurer, A. W. Haas, A. W. Clarke & Co., New York.

Mrs. Geline M. Bowman, Expert Letter Writing Corporation, Richmond, Va., was elected a director. D. H. Fleischer and Robert G. Marshall were re-elected.

Prize winners of various awards were: John Howie Wright Cup, Wilson H. Lee Company, Hartford, Conn.; President's Cup, Burroughs, Inc., Los Angeles; H. L. Shallcross Cup, Will H. Fisher, Inc., Milwaukee; Jack Carr Cup, Colgan's Letter Service, Louisville; Western Vice-president's Cup, Mail Advertising Service Association of New York City.

# Another National Campaign for Cranberries

American Cranberry Exchange Goes into Its Annual Program—This Time to Move a Bumper Crop

**A**ND now the cranberry comes back to the advertising stage for its annual, autumnal engagement.

The American Cranberry Exchange, whose offices are in New York, but whose members grow their berries in three famous cranberry centers—Cape Cod, Southern New Jersey, and Wisconsin—goes into display space the first week in October to move a bumper crop of 600,000 barrels.

The advertising will appear in general magazines, in restaurant and hotel publications, in publications addressed to the medical-and-hospital "trade," and in 300 newspapers. The newspaper copy will go into every American city with a population of more than 40,000, and will run twice a week until Thanksgiving Day, and then once a week through the last week in December.

The general-magazine and newspaper copy will talk about Eatmor Cranberries for sauces, jellies, pies, cocktails, relishes, cakes, puddings, and what-not. It will offer a booklet—a brilliant little creation in colors—containing some 44 recipes.

Hospital-and-medical copy, stressing health points, will offer a booklet, "Food Value of Cranberries and Cranberry Sauce," written by C. F. Fellers, Ph.D.

The Exchange does a heavy business in recipe booklets and recipe cards.

Last year it distributed cards to the number of 12,000,000.

This year, four of the cards, each card carrying five recipes, will be packed in every box of berries. In addition, reserve supplies of the cards will go to dealers for

Perfect!



**CHRISTMAS-TIME** and Cranberry Sauce—an ideal combination. The gay red cranberry, with its delightful tangy flavor (blissfully represents the cheer and happiness of the season).

Fresh cranberry sauce is delicious served with meats or poultry. It is easy to make with this recipe—

"10-Minute" Cranberry Sauce (Stewed Cranberries)

Boil 2 cups of water and 1½ to 2 cups of sugar together 5 minutes. Then add 4 cups Eatmor Cranberries. Boil without stirring (5 minutes in heavily salted) until all the skins pop open. Remove from fire when the popping stops, and allow the sauce to remain in vessel undisturbed until cool.

Send for our recipe book giving 44 ways to serve Eatmor Cranberries.

Send your name to Dept. H  
AMERICAN CRANBERRY EXCHANGE  
50 West Broadway . . . New York

**Eatmor  
Cranberries**

A Toast To  
1934



**BE** it the young or the old, the tantalizing tang and the appealing ruby color makes the **CRANBERRY COCKTAIL** the perfect toast for all occasions. Easily and economically made:

4 cups Eatmor Cranberries, 4 cups water, 2/3 cup sugar. Cook cranberries and water until skins pop open (about 5 minutes) . . . strain through cheesecloth . . . bring juice to boil . . . add sugar and boil 2 minutes. Serve cold. For future use put in sterilized bottles, well corked and cooled.

For large quantity use 20 pounds cranberries, 8 gallons water, 6½ pounds sugar.

Other good recipes can be had at your fruit dealer or grocery store. Ask for the Eatmor Cranberry recipe cards. They are free.

**Eatmor  
Cranberries**

The Christmas and New Year's advertisements in the Eatmor campaign

distribution among their customers.

To merchandise the advertising program to the food trade, the Exchange assembled an array of the advertisements, specimen advertisements—national magazine and newspaper—into a broadside. Three thousand copies of the mailing piece have gone to brokers, wholesalers, and also to chain-store buyers.

# Detroit's Largest Goodyear Tire Dealer.....

James J. Bright & Son of Detroit is one of the largest retail tire dealers in the country.

Its judgment of advertising values in Detroit should be worthy of thoughtful consideration. So we present them briefly:

"It is with some measure of pardonable pride that we point to a greater volume of business the first half of 1933 than in any other similar period in the entire history of our business.

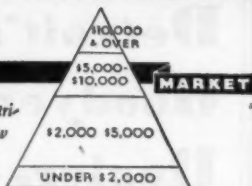
"We feel that tribute should be paid to your own newspaper for assistance given us with our advertising. It appeared exclusively in the Free Press and the results speak for themselves."

You will observe that Mr. Bright has concentrated all of his advertising efforts *exclusively* in the Free Press. Meaning of course that he has *proved out* advertising values in Detroit.

## The Detroit Free Press

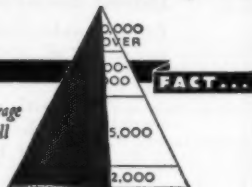
# CIRCULATION

● This chart represents the distribution of family incomes in New York City and approximately the distribution of family incomes in any large city.



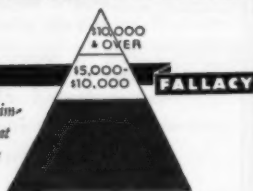
# IS VERTICAL

● This chart represents the average distribution of circulation of all newspapers. You cannot confine circulation to income classes!



# NOT HORIZONTAL

● This chart represents the impression of their circulations that some publications like to convey to advertisers.



# THE NEWS

NEW YORK'S PICTURE NEWSPAPER

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**L**ITTLE ORPHAN ANNIE is a comic strip character. An American cardinal and a great industrialist, cooks and chauffeurs, millions of people in hundreds of papers follow her career with friendly interest. When any newspaper has a feature like Annie, how can it confine its readers to any income class? When a newspaper has anything that interests a lot of people, how can it have a "class" circulation? And every good newspaper has such features! . . . Circulation is VERTICAL, coming from all kinds of people with all kinds of incomes; and NOT HORIZONTAL, limited to any one income grade! . . . The newspaper that interests most people interests all kinds of people. And in New York that newspaper is The News—read by more people than any other American newspaper; and by more people in every income class than any other New York newspaper . . . Are you buying advertising—or illusions?

# The Right Ad-Atmosphere

● The smart salesman knows full well that his chances of getting an order are always enhanced when he can do his stuff in the right atmosphere. Hence, one reason for those luxuriant, sound-proof agency conference rooms, two hour hotel lunches or the nineteenth hole at country clubs. Often, in such surroundings, the prospect is not likely to be interrupted. It is easier to jockey him into the buying frame of mind and sell him more easily. The atmosphere is conducive to a sale.

After all, every piece of copy is actually a salesman endeavoring to do its stuff. Whether it clicks or not depends to a great degree upon whether its sales message is delivered in the right atmosphere; whether the reader is interested at all.

If you sell any product that can be used by more than a quarter of a million substantial, buying families, the "right ad-atmosphere" for your sales messages is in the pages of Physical Culture, the Personal Problem Magazine. These more than a quarter of a million families buy without fail Physical Culture Magazine every month not for entertainment but for authori-

tative advice upon their personal problems.

Problems dealing with health, feminine hygiene, child care, diet, preparation of food, cosmetics, and a hundred and one other subjects. Physical Culture is their bible upon such subjects. These responsive families with real money to spend consult Physical Culture Magazine about the food they should buy for youngsters and grown-ups, too. The proper type of dentifrice to use. Antiseptics, cosmetics and other personal and household articles.

In other words, these more than a quarter of a million families are in the buying frame of mind when they are reading Physical Culture Magazine. Your advertisement has the right atmosphere for making a sale and, therefore, your copy should be more effective. For the responsiveness of the Physical Culture Magazine audience is second to none in the entire magazine field.

*John F. Learter*

AN ADVERTISEMENT FOR PHYSICAL CULTURE, THE PERSONAL PROBLEM MAGAZINE

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# Depression Reveals 83 Per Cent of Market Is Neglected

American Radiator, Instead of Confining Effort to New Homes, Merchandises to Old Ones with Good Results

By Bernard A. Grimes

THREE years ago, the radiator heating industry concentrated its selling activity on only about 17 per cent of its potential market. This 17 per cent represented new dwellings, costing \$10,000 and more to build.

When the depression set in, new construction suffered a severe drop. The American Radiator Company, in a search for new markets, developed an aggressive campaign to promote home modernization. This market is its best purchaser today.

Arthur R. Herske, sales promotion manager of the American Radiator & Standard Sanitary Corporation, of which American Radiator is a subsidiary, tells how the new program was conceived and executed.

"Our objective," he said, "was to bring radiator heat into existing homes, as distinguished from our usual sales to new buildings. We looked around to find out what it was that we needed to develop a plan that would make every home, regardless of size, a prospect for radiator heat.

"We found that 83 per cent of the homes in the United States are valued at less than \$10,000, 54 per cent are valued at \$5,000 or less. This meant that we had been aggressively hitting about 17 per cent of the market.

"Our initial step was a study of what other industries had done to solve the problem of restricted markets. Automobiles first sold at \$1,500 and up; today the majority of cars are priced at \$700 or less. Radio boosted production tremendously by developing the small set field. Electric refrigerators are now offered at less than \$100 to tap potentialities among those prospects who cannot afford to buy high-priced units.

"This evidence brought us to the conclusion that if we were going to put our product in the mass home we would have to make it available for as little as \$100, depending on the size of the home."

The company further found itself faced with the disagreeable fact that many homes had no basement in which to install a heating plant, if one could be afforded.

The problem boiled itself down to determining whether a product could be developed that would win people to the idea of having a central heating plant in the living room, dining room or kitchen and if it could be developed at a price that was within the reach of the masses. Its study of accomplishments in other fields revealed four fundamental elements which contributed to successful broadening of markets:

Adoption of ensemble units. Every essential to the service included in one package, so to speak.

Every advantage is taken to style the completed package so that it will appeal to the eye.

The ensemble is priced within popular reach and offered in terms that make it easy to pay for.

Product presentations to the consumer are a major factor in getting distribution.

These four elements were written into the specifications of the new product. To meet the requirements for ensemble selling, the company grouped a boiler, radiators, copper pipes and fittings and all adjuncts necessary to a complete hot water heating system into a sales unit. The requirements of each home owner were sold in a package which varied in ensemble and price according to his means.

Because the heating plant was

to be installed in the living quarters of the home, the Arcola was put in a maroon colored jacket that has a black border. A circulating jacket also was included so that the boiler would heat the room in which it was located and thereby save the expense of installing one radiator. Another model was made with an insulated jacket for use in basements or where this type was desired.

### ***A Campaign Slogan***

"Our sales promotion campaign," Mr. Herske explained, "is summed up in the slogan 'See them, tell them, show them, sell them' which we are emphasizing at every opportunity.

"There are 937 towns in the United States with a population over 10,000. We have set as our first quota a sample on display in every town. This is not to be confused with the sale of 937 samples for in many of the 937 towns, especially in the larger communities, more than one sample will be bought for display.

"Our sample campaign started on August 15 and, at the end of the first two weeks, orders were received from 502 towns. In some towns, contractors do not have showrooms where the product can be displayed and, where this situation exists, we are insisting that our salesmen sell the jobbers on the importance of having some place in every town where the public may see our product.

"In order that we would be sure to know how the trade was lining up and to check salesmen's activities, we provided each salesman with a small loose-leaf leather binder. In this he inserts a small sheet for each of his contractors whose names are taken from our mailing list. On this form the salesman answers whether the contractor has a showroom, large window or small window, whether he has purchased an Arcola for display or for a job, what dealer classification he falls into, data as to his buying habits and hobbies, etc. A different colored sheet sums up certain of this information

for the contractor in each town."

In all 35,000 of these sheets have been distributed among salesmen. Branch managers or field supervisors, on reference to a salesman's binder, can tell at a glance how effectively he is doing his job. If the sheets show that no sample has been sold or is on display, steps can immediately be taken to remedy this weak spot.

Contractors have been divided into three groups: Those who purchase a sample and a presentation kit; those who purchase a sample only; those who purchase a presentation kit only. This covers dealers who work out of an office or from their residence who have no means of displaying a sample.

In the first two weeks more than 900 contractors purchased the presentation kit at a price of \$5. The campaign still has two months to go.

The presentation kits which Arcola salesmen use consist of a long tubular package and a zipper briefcase equipped with snapper fasteners to which the tube attaches. The use of the kit follows standardized instructions.

### ***The Interview with the Contractor***

An interview with the contractor starts and the first thing the salesman does is to pull the tube away from the briefcase and set it to one side. The contents of the briefcase, with the exception of the binder presentation which the salesman goes through with the dealer, are the same which the contractor is urged to buy. It includes a pencil and a compartment for a fountain pen, a metal tape measure, a consumer presentation, a detailed book of estimating forms and a folder of the free newspaper mats offered to dealers.

The binder which the salesman goes through with the dealer tells the story in poster style. Hand-lettering and sketches are used. The dealer not only sees the pages but he hears the salesman read aloud the message on each page.

The new Arcola is described as a "Four Leaf Clover of an Idea" and the clover simile follows with

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the story being divided into four sections. Leaf No. 1 outlines the new market made available for central heating. Leaf No. 2 visualizes the need of home owners for a hot water heating system that is within the price of their pocket-books. Leaf No. 3 tells how the new Arcola fills that need. Leaf No. 4 is given over to a display of sales promotion literature and dealer help material.

Other dealer help material includes:

A small sixteen-page folder. A flap-cover gives a reproduction of the Arcola heater. Visible are a rule, which shows that the boiler measures forty-seven inches, and a radiator. For distribution among home-owning prospects.

A fourteen-page booklet devoted to the "other than the home" market, such as garages and roadside stands.

"Let's look into your home," a folder for mailing to dealer prospects. Has a cutout, which, similar to a valentine, shows the partial exterior of a house with the living-room showing through from the background page.

A large folding piece which goes to the owner of stove-heated homes. It pictures the disadvantages of stove heat by continuity illustration.

"The Arco Graphic News," a four-page rotogravure for general hand-out.

A fan folder leaflet. The cover is a reproduction of the boiler.

A booklet of typical Arcola installations and floor plans of twenty buildings.

A guarantee proposal and contract. In the past, it has been customary for a contractor to submit his proposal by letter, but this usually lacks the detailed information which would tell the consumer what he was getting.

The contractor submits his estimate in a special folder. It lists complete specifications of everything the contractor proposes to furnish and includes an addenda bid to cover extras that may be agreed upon.

The customer gets a signed

guarantee of the American Radiator Company as to the product and the signed guarantee of the contractor on installation.

"Like finding gold in your backyard," is a broadside which the contractor sends to customers telling them how they can get valuable merchandise in return for suggesting the names of new prospects.

The presentation which the dealer uses tells a story by the use of large-size photographs. It includes copies of practically all the dealer help material listed in the salesman's presentation.

With each sample order dealers get two window displays. When the dealer orders a sample Arcola he gets a display allowance of \$5 so that in effect he gets the presentation kit for nothing.

"Before we started distribution of the presentation kit to dealers" Mr. Herske concluded, "we asked each salesman to send us a list of Arcola merchants in their territories, also the names of dealers who would make desirable Arcola distributors. To each of the dealers whose names were suggested we sent one broadcast and two follow-up letters.

"In addition, so that jobber salesmen could present the campaign and push the sale of the presentation kit and samples, we had prepared a small envelope portfolio covering the highlights of the presentation. This was done because we felt that jobber salesmen have a large portfolio of their own which they must carry about and we would be more certain of getting our story over if we didn't add too much to their burden.

The results of the campaign at the end of its second week, according to Mr. Herske, give every indication that the trade sees bright prospects ahead for better business.

With the product on display the company is going ahead with consumer advertising. Copy will appear in seven national magazines and in 400 weekly newspapers. This will be supplemented by a campaign in newspapers of about 200 cities which is scheduled to start in the fall.

## Insurance Advertising Awards

**A**N exhibit of more than 1,200 pieces of life insurance advertising was a feature at the convention of the newly formed International Life Advertisers Association at Chicago. Awards of merit were made for the first, second and third best entries of twelve classifications.

Judging was handled by the Springfield, Mass., Advertising Club. The silver trophy for the outstanding contribution of the year for the advancement of life insurance advertising went to the Massachusetts Mutual Life Insurance Company. The Great-West Life Insurance Company of Winnipeg won the silver cup offered for the best conservation program.

Winners of the first awards in various advertising classifications were: *Business paper*, United Mutual Life. *National advertising*, Dominion Life. *Folders, single*, Provident Mutual. *Group*, Monarch

Life. *Booklets*, Northwestern Mutual. *Other printed material*, Bankers' Life. *Blotters, single*, Lincoln National. *Group*, Life Insurance Company of Virginia.

Other first award winners were: *Direct mail*, Massachusetts Mutual. *Sales promotion*, Monarch Life. *Agency promotion*, Connecticut Mutual. *Publications to agents*, Massachusetts Mutual. *Publications to policyholders*, Provident Mutual.

The new organization consists principally of former members of the Insurance Advertising Conference. A desire to work with the latter in discussing advertising problems of mutual interest was voted by the meeting. This, it is proposed, will be handled through a joint conference committee of the following: L. C. Cushman, Massachusetts Mutual; Herman Koch, New England Mutual and C. Sumner Davis, Provident Mutual.

### To Direct Advertising Distributors Sales

The Advertising Distributors of America have incorporated a national sales division. Zone offices have been established in twenty-two principal cities.

Headquarters will be located in Cleveland in charge of John B. Barry, who has been appointed national sales and advertising director. Mr. Barry, until recently, was sales director of The House of Hubbell, Inc., prior to which he conducted his own agency.

A national educational advertising campaign, utilizing business papers, sales and advertising publications and direct mail is planned under Mr. Barry's direction.

### Opens Pages to Advertising

After thirty-eight years of publication, *Natural History*, published bi-monthly by the American Museum of Natural History, New York, is changing its policy and will open up its pages to paid advertising. N. Frederick Foote & Associates, New York, have been appointed national advertising representatives.

### Joins Archer A. King

Charles P. Jeager has joined the staff of Archer A. King, Inc., publishers' representative, Chicago.

### Webster with Parrish

Richard Webster has joined the New York staff of Amos Parrish & Company.

### New York "American" Adds to Staff

Alice Hughes, for six years columnist with the *World-Telegram*, and Victoria Gaines, formerly with Hirschon-Garfield, Inc., advertising agency, have joined the New York *American*.

Miss Hughes, who was at one time a fashion copy writer at R. H. Macy & Company, joins the *American* as human-interest, fashion and retailing reporter. Her column will appear daily and Sunday.

Miss Gaines joins the fashion staff. She was recently fashion editor of *Style Magazine*.

### Rumford Markets New Product

Advertising is now being conducted to introduce Bakes-All, a new product developed by the Rumford Chemical Works, Rumford, R. I. Newspaper and radio advertising, together with store demonstrations, are being used in New England and New York. Plans call for extending distribution nationally.

### Kraft-Phenix Appointment

C. H. Howell, vice-president of the Kraft-Phenix Cheese Corporation, Chicago, has been appointed manager of the Canadian branch of the corporation, with headquarters at Montreal. Mr. Howell organized the Canadian office twelve years ago.

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**W**ASHINGTON (D.C.) is alive with the tangible evidences of business—streets, hotels, government departments have taken on the appearance of wartime days. National organizations are establishing permanent headquarters in the National Capital bringing an army of assistants to add materially to the permanent population.

The banking situation has been relieved and millions of dollars liberated into the channels of trade.

The Washington Market is more attractive now than ever in its possibilities and **ONE MEDIUM—THE STAR—Evening and Sunday—is the ONLY key you need to open it wide.**

Always include Washington in your advertising plans.

An Associated Press Newspaper

Member Metropolitan Sunday Newspapers

New York Office  
**DAN A. CARROLL**  
110 E. 42nd St.

Chicago Office  
**J. E. LUTZ**  
Lake Michigan Bldg.





## IN AMERICAN

### DETROIT NEWS Verifies Rapid Recovery of DETROIT....

*In total advertising The Detroit News during the first eight months of 1933 achieved fifth place*

1. Washington Star . . 12,602,041 lines
2. New York Times . . 10,376,409 "
3. Chicago Tribune . . 9,968,666 "
4. Pittsburgh Press . . 9,746,891 "
5. DETROIT NEWS . . 8,728,427 "

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L. A. KLEIN  
50 E. 42nd

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# AIN ADVERTISING

The sun has been shining in Detroit since June despite its having been the hardest hit city in America. Department stores in August reported an average improvement of 7% over 1932 with some stores as high as 12%. Detroit employment in August showed 122% increase over a year ago. September automobile production is estimated at 200,000 (Cram's Reports), a 130% increase over September, 1932.

Detroit News advertising was higher in August, 1933, over August, 1932, national advertising showing an increase of 44%; and for the first eight months, despite an unprecedented slump in advertising during February and March of this year, due to the bank closings, The News stands fifth in total advertising. If that doesn't complete the picture of a Detroit recovered, we can offer no further comment. Shrewd advertisers in The Detroit News now, cashing in on the buying movement which is spreading. How about your campaign?

## The Detroit News

THE HOME NEWSPAPER

New York:

L. A. KLEIN, INC.

50 E. 42nd St.

Chicago:

J. E. LUTZ

180 No. Michigan Ave.

Member Metropolitan Sunday Papers and Major Markets



# Charges for Dealer Helps

Many Companies Ask Retailers to Share in Cost of Advertising Material

PARKER-KALON CORPORATION  
NEW YORK

Editor of PRINTERS' INK:

We supply many hundreds of thousands of leaflets to our distributors in the course of a year's time. With the rising costs of materials, printing, etc., we have been thinking seriously of charging them a nominal sum for the circulars to cover in part the cost of transportation and imprinting. Before coming to a decision we would like to know how this problem is handled by other manufacturers. Have you any information on file which you believe would aid us in determining the course to pursue?

S. S. KAHN,  
Asst. Sales Manager.

**T**HERE is no standard practice in charging for dealer help material.

During the last year there has been a slight tendency away from charge and toward free distribution because manufacturers have found fewer and fewer dealers who felt that they could afford to pay for advertising material. However, those manufacturers who have maintained a policy of charging for more expensive material have been quite happily surprised at the large number of dealers who are quite willing to pay for the material if they felt that it was effective in selling merchandise.

That, really, is the nub of the problem. Most dealers, if they have the money, do not object to a slight charge if they feel that they are going to get their investment back in extra merchandise sold. They do, however, resent the idea of paying for dealer helps which are not going to be of particular benefit to them. They have excellent means of translating their resentment into inaction by simply not buying the help material in large quantities.

A survey made among a limited number of companies by PRINTERS' INK shows the following facts:

A large oil company charges its dealers for all help material. The charge is nominal.

A washing machine company follows the same policy.

A shoe company furnishes dealers circulars featuring various models of new shoes. These are supplied at a cost of one cent each. The company also has a postcard for mailing. This is offered to dealers at 50 cents a hundred imprinted, or the company will furnish cards addressed ready for mailing, including the postage, at only 2 cents a name.

Another large company in the oil furnace field furnishes a four-page folder to dealers at 50 cents a hundred. If they are imprinted an additional cost of 60 cents per 1,000 is made.

A company manufacturing household supplies furnishes printed circulars to dealers without cost when they are ordered in reasonable quantities. When larger quantities are requested, a small charge is made. The idea of this charge is not so much to get money from dealers, but to keep dealers from wasting material. The company reports that when the extra charge is put on dealers very seldom send for the extra material, although, as might be expected, they are more careful in distributing material that is given them free.

A company making radio tubes charges nothing for material, but makes a charge for imprints.

A coal company sells folders to dealers at \$5 per 1,000, including the imprint.

A tire company makes no charge for its circulars and booklets, but if the dealer wants to have his name imprinted and also prices for his locality a charge is made for the cost of imprinting and special handling.

In making a charge to dealers for help material several things must be observed.

The material should be sold for no more than cost and it is often a much better policy for the man-

Oct. 5, 1934

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ufacturer to share part of the cost himself. Where he does so he should make it very clear to his dealers what policy he is following.

Incidentally, several companies that do not charge for material have tried the scheme of making out a bill on which the help material is itemized according to the cost. This invoice is sent to the dealer when he receives the material and then the company simply crosses out the amount of the bill, pointing out that it is giving him all of this material for nothing. In many cases, this makes quite an impression on the retailer.

A second factor to be observed is the type of product that is being sold. It is beyond the bounds of reason to hope that a retailer will spend any money for help material for products that do not give him very great profits per item, or that do not have a comparatively large turnover. On the other hand, if the item is something like an electric refrigerator or an oil furnace he is probably quite willing to pay a reasonable amount for help material, because he can see this money translated back in terms of profits.

Types of dealers make a great deal of difference. For instance, grocers have never been educated to pay for material and probably cannot be educated to do so. On

the other hand, electrical supply dealers buy quite a bit of material and manufacturers in this field can make a nominal charge and get the co-operation of the dealers.

Undoubtedly, the placing of a charge on dealer helps cuts down their distribution greatly. In many cases, this is to be desired because it eliminates most sources of waste. The dealer who buys material is pretty sure to put it into the hands of consumers, whereas if he gets it for nothing he may let it waste away in the storeroom.

What the manufacturer has to decide for himself is whether it will be worth his while to get out something more elaborate and have his dealers share the cost or whether he is contented to give it to the dealers free and not get out something quite as effective. A satisfactory answer to this problem, of course, depends entirely upon individual circumstances.

Up until 1930 there was a marked tendency toward charging for help material. This trend, of course, was diverted by depression conditions. It is probable, however, that once recovery sets in in earnest more and more companies will find dealers willing to pay for material and will get out better helps because they can have the costs shared between manufacturer and dealer.—[Ed. PRINTERS' INK.

### Westinghouse Appoints Mahan

Sidney D. Mahan has been appointed merchandise advertising manager of the Westinghouse Electric & Mfg. Company with headquarters at Mansfield, Ohio, according to an announcement received from Ralph Leavenworth, general advertising manager. Mr. Mahan has been vice-president of The Greenleaf Company, Boston advertising agency. Previously he had been vice-president of Fuller & Smith & Ross at Cleveland. S. H. Pittman continues in the merchandise department as assistant advertising manager.

### Offers Printing Courses

A group of courses in and relating to printing is being offered by the New York Employing Printers Association at its headquarters, 461 Eighth Avenue, New York, starting October 16. Most of the courses will cover twenty weeks, with one evening session a week. The courses will be given in advertising typography, applied design and layout, and estimating for printers.

### Hubbell and Bishop in New Business

Advertising Production, Inc., has been formed with general offices and plant at 1540 East 21st Street, Cleveland.

Principals include James Leslie Hubbell, former general manager of the House of Hubbell, Inc., and Ralph J. Bishop, formerly president of the Bishop-Cope Company, direct mail, both of Cleveland.

The new company controls the patents to "Action Picture Cut-outs" and "Fourth Dimension Advertising," advertising specialties.

### Opens New York Bureau

The *London Jewish Chronicle*, London, has established a New York office in the Salmon Tower Building. Louis Minaky, New York correspondent of the paper, will be in charge and will also assume charge of the American end of the business activities of the *London Jewish World*, sister paper of the *Chronicle*.

# "THAT'S REAL BE

## said the shadow

**L**ET US leave Mrs. Roscoe P. Flunk at the grocery counter buying beer, and go back a few months to the *first* case of legal beer in the Flunk family.

Mr. Flunk really didn't know a thing about honest beer—hadn't tasted it for fifteen years. But he pretended that he did. He complained that the first case had no kick, and the second case was green, and the third didn't have the right kind of head.

Maybe Mrs. Flunk knew it was a bluff. Anyway, she handled the matter with finesse. It happens that his favorite magazine is her favorite, too. (In a minute we shall tell you why.) So when he was opposite a nice-looking beer advertisement in this magazine, she said innocently, "I wish I knew which is the best beer to buy." At which Mr. Flunk looked up from the beer ad and said kindly, "Why don't we try a case of good old Boopz—it used to be grand beer."

So she bought some Boopz Bubbling Beer and last night he was enthusiastic.

"This is great," he said. "This is real beer."

As to the magazine—yes, it's Redbook. Why shouldn't men like it as well as women? Don't they both like romance, adventure, mystery—the swift tempo and pulse and soar of great fiction? Of course they do. And what's more, after getting a fat quarter's worth of good reading, to find in the back a Grade A full-length novel worth \$2.00—as you might say, absolutely free—wouldn't that appeal to anyone, these days?

The facts are that every thousand copies of Redbook are read by 1480 women and 1420 men—practically even.

On account of the wealth of fiction, the full-length novel, and the fact that everyone in the family wants to read it, one issue will pull for several months. Advertise in every issue of Redbook and your message will be near that all-important living room table 365 days in the year.

Sell the family and you sell all. Redbook Magazine, 230 Park Avenue, New York City.

THE SHADOW OF A MAN STANDS

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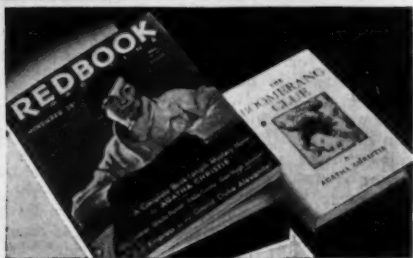
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**BEHIND EVERY WOMAN WHO BUYS**

# Audit Bureau Adopts New Rulings

## Sample Copies and Bulk Sales Further Defined

A SERIES of amendments to regulations regarding the sample copies classification and additions to rules on publicity were adopted by the directors of the Audit Bureau of Circulations at the September meeting of the board. All changes become effective immediately.

The new rulings on sample copies are prefaced with the following statement:

"Many of the Bureau's rules specify that circulation which does not measure up to the Bureau standards of paid circulation shall be deducted from net paid circulation in Paragraph eight and be transferred to, 'Sample Copies,' thereby making 'Sample Copies' the general catch-all for circulation which, although it does not qualify as paid circulation, nevertheless has been paid for in some degree. Sample copies, in the ordinary acceptance of the term, are copies distributed free to prospective subscribers or prospective advertisers with the purpose of obtaining paid orders and the term in Bureau statements should be confined to that type of distribution."

These classes of circulation, under the amendments, are hereafter to be shown only in the unpaid column of Paragraph eight:

1. An extra not carrying all national advertising scheduled for the day.

2. Quantity sales not measuring up to the requirement for bulk sales.

3. "Term subscriptions in bulk" carried beyond expiration of time originally paid for.

4. A quantity sale made to an individual, group of individuals or corporation having a financial interest in the publication.

5. Subscriptions included in an advertising contract where no additional charge is made for such subscriptions over the regular price of the advertising space contracted for. (In this case, if the publisher so desires, they may have a sepa-

rate classification from other unpaid.)

6. Subscriptions received in a contest and paid for by the contestant and not by the recipient.

7. Copies sold during the period of contests where prizes are offered for the greatest number of votes, based on coupons clipped from the paper and it is impossible to determine definitely from publisher's record the number of copies sold. Deduction is for number in excess of normal sales based on the average of a like period preceding and succeeding the contest.

8. Subscriptions where note is accepted in payment and note is overdue.

9. Copies where dealer's account is over six months in arrears. (This item to be explained in paragraph devoted to general explanations.)

A further amendment, defining bulk sales, requires that "if a special advertisement, or a special write-up, either in the publication or out of it, or any other inducement, is offered to further a bulk sale, the special inducement shall be considered a premium and the rule on premiums shall apply."

### Copies to Advertisers and Agencies

The following new rule on advertisers' and advertising agencies' copies was adopted:

"One copy sent to an advertiser for checking purposes shall be classed as 'Advertisers.' All copies in excess of one shall be classed as 'Complimentary.' Copies sent to prospective advertisers shall be classed as 'Samples to prospective advertisers.'"

An amended ruling in the publicity section permits a publisher member to publish any figure "from his own publisher's statement to the Bureau for the last regular statement period or from the last audit report issued by the Bureau." He must state the period covered by the statement or report

from which the figures are quoted.

Further: "The publication of figures from out-of-date publisher's statements or audit reports for comparison with the publisher's statement for the latest statement period or the latest audit report issued by the Bureau shall not be considered a violation of this rule, provided the figures from said lat-

est reports are also given and the manner of presentation is such that it is not misleading."

Several amendments were also added regarding purchase of publisher's statements and audit reports, transfer of subscriptions from one going publication to another and purchase of interim statements.

## Submits Standard Advertising Clause for Codes

A STANDARD clause on advertising practice has been prepared by Alfred T. Falk and submitted, at the request of the Consumers Advisory Board and on behalf of the Advertising Federation of America, for inclusion in all NRA industrial codes. Mr. Falk is director of research and education for the Federation. The code reads as follows:

"The direct or indirect use of advertising in any form which has the effect or the intentional capacity of deceiving or misleading purchasers or prospective purchasers concerning any product, price, ser-

vice, policy or reputation of the advertiser or any other member of the industry shall constitute an unfair trade practice and is prohibited."

Ten of the codes so far approved by President Roosevelt, Mr. Falk states, contain fair practice clauses opposed to deceptive advertising. These are: Artificial flowers and feathers, corset and brassiere, gasoline pump manufacturing, fishing tackle, iron and steel, legitimate full-length dramatic and musical theatrical, motion picture laboratories, oil burner, salt producing and wall paper.

### Death of C. L. Knight

Charles Landon Knight died at Akron, Ohio, last week aged sixty-six. He was formerly editor and publisher of the Akron *Beacon-Journal* and publisher of the Massillon *Independent*. His work as editor of the *Beacon-Journal* ended two years ago while three years before he had transferred his duties as publisher to his son, John S. Knight.

Mr. Knight was at one time chief editorial writer of the Philadelphia *Times*, resigning in 1900 to become assistant editor of the *Woman's Home Companion*. He was editor-in-chief of that magazine in 1903 when T. J. Kirkpatrick disposed of his interest in it and joined Mr. Knight in buying the *Beacon-Journal*.

Mr. Knight, at one time, served as Congressman from the Fourteenth Ohio District.

### Schenley Appointments

H. W. Kelsey has been appointed national sales supervisor of the Schenley Distillers Corporation, New York. For many years he was with the Russell Manufacturing Company as general sales manager and as purchasing agent. Leo Bedard has joined Schenley as controller of budgets. William Guyer is advertising manager.

### Taylor Heads Dotted Liners

The New York Dotted Line Club held its annual field day recently at Briarcliff Lodge. Sales representatives of A. B. P. papers in New York participated in tennis and golf tournaments, following which the annual election was held. Douglas Taylor, vice-president of PRINTERS' INK, was elected chairman of the executive committee, succeeding Mike Haggerty, of *Laundry Age*.

Fred Fischer, Simmons-Boardman Publishing Company, was elected vice-chairman; F. A. Lederle, *House Furnishing Review*, chairman of programs, and Mr. Haggerty, chairman of member relations.

Prize for low gross in the golf tournament went to John Williams, *Architectural Record*. C. J. Baker, PRINTERS' INK, won the prize for the fewest number of putts, winning on a toss because he was tied with H. Phillips.

Other prize winners were Mr. Fischer, for socking the pill too often; Chauncey Williams, F. W. Dodge Corporation, low score on blind holes; Mr. Taylor and Don Nichols, Ahrens Publishing Company, for low net.

Thomas Tredwell, *Architectural Record*, was winner in the tennis match.

# Names



ARTHUR BRISBANE  
O. O. McINTYRE  
B. C. FORBES  
DAMON RUNYON  
ALICE HUGHES  
GEORGE PHAIR  
M. S. RUKEYSER  
ED. FRAYNE  
PRUDENCE PENNY  
BILL SLOCUM  
CHOLLY KNICKERBOCKER  
G. K. CHESTERTON  
ALDOUS HUXLEY  
ANTHONY GIBBS  
REBECCA WEST  
TED COOK  
HAVELOCK ELLIS  
J. P. LOHMAN  
JOHN LAWRENCE  
GILBERT GABRIEL  
REGINA CREWE  
"BUGS" BAER  
OLIVER HERFORD  
MARY BORDEN  
GELETT BURGESS  
BRUNO LESSING  
LESTER RICE  
SID MERCER  
PERCY CROSBY  
RIPLEY  
CHARLES HANSON TOWNE  
LOUIS REID  
MALCOLM VAUGHAN  
INTERNATIONAL NEWS  
SERVICE  
ASSOCIATED PRESS  
UNIVERSAL SERVICE



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READING from top to bottom are some of the reasons why 327,000 people buy the NEW YORK AMERICAN every morning.

And these reasons must be good—not merely because the editors of the AMERICAN know that such features *should* produce circulation—but because circulation department, news truck drivers and dealers know that they *do* produce circulation—and lots of it.

The daily NEW YORK AMERICAN has stepped up its circulation 180,000 since 1929. Not through contests,

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## news CIRCULATION

premiums or prizes, but through editorial vigor—complete news coverage presented succinctly, dramatically—through the increasing interest in its exclusive features—the variety and genius of its contributors. The NEW YORK AMERICAN has grown through keeping its whole editorial tone in tune with the city it serves.

With 327,000 people buying it every morning, the AMERICAN'S circulation is second among New York standard size morning newspapers. It exceeds the third paper by

100,000 in city circulation: and in the 30 wealthiest districts of New York it is bought by 133,000 people, exceeding the sales of the third paper by more than 37,000.

This thorough-going sales job that the AMERICAN is doing for itself is an indication of the equally good selling job it will do for advertisers who have good products to sell to the people of this market.

P. S.—The AMERICAN'S base milline rate is 22c lower than the third morning newspaper.

# New York American

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES  
New York Chicago Boston Detroit Philadelphia San Francisco Los Angeles

# How Frigidaire Builds Business with Direct Mail

12,000,000 Pieces Have Been Used This Year to Reach Salesmen, Owners and Prospects

WITH a product that practically everyone wants, the direct-mail problems of the Frigidaire Corporation might appear to be few and simple. But when the size of the market is really understood, then the chances for error and waste are realized. As Mr. Pierce told the Direct Mail Advertising Association convention, the company cannot afford to miss any bets, yet it would be easy to "go broke" producing direct mail to sell each and every one of its prospects. He tells here how Frigidaire succeeds in getting results at a reasonable cost.

By Frank R. Pierce

Sales Manager, Frigidaire Corporation

NO matter whether the prospect is an undertaker, a florist, a steel plant manager, tobacco plant operator, apartment owner or a beer parlor keeper, we have something to sell him. Often, we have several different lines he may need.

Developing uses of the mails to sell these people presents a real problem. We cannot afford to miss any bets, yet it would be easy to "go broke" producing direct mail to sell each and every one of them.

Another reason our problem is complicated lies in the nature of our distribution system.

Our distribution is handled through some 5,000 dealers made up of exclusive Frigidaire dealers, power companies, department stores, hardware stores, tire stores, and even some undertakers and drug stores. The sales organization includes a grand total of some 15,000 men divided among forty-four district distributorships and branches throughout the United States. In addition, Frigidaire is represented in practically all foreign countries.

You can see, therefore, that our problem of using the mails to build business is a real one. Besides offering us a challenge, it also presents a real opportunity to increase sales, save money and reduce our selling expense.

I have divided our uses of the mails into the following three main divisions:

1. To our own sales organization to build morale, and promotion plans and ideas.

2. To owners of Frigidaire equipment to help retain their goodwill and to enlist their aid in our sales work.

3. The most obvious use—to prospects for our varied line of equipment.

This first group is divided into two broad classifications. We use the mails in building business through our sales organization:

1. To build morale.

2. To promote special activities and sales campaigns.

In this phase of our direct mail a few years ago, we were using virtually every type of mailing piece with great frequency. We were sending so much mail to the field that if they read it all, the amount of time they could devote to actual selling would be seriously affected.

So, it was decided to combine in every way possible promotional ideas to be sent to the field by mail in one factory publication called the "BTU News."

Besides containing success stories, testimonials, stories of unusual experiences and sales educational ma-

terial, this publication is used to promote all the principal sales activities of the Frigidaire Corporation. Every story included in it is put in with the purpose of proving that some plan will work and telling the reader how to make it work.

In addition to the "BTU News," of course, it is necessary from time to time to place special emphasis on some particular idea or plan. When this is done, it is now comparatively easy to secure such emphasis because special mailings going from the factory represent the unusual rather than the usual.

#### *Personal Messages from the President*

Varying business conditions and sales problems are used as an indicator both as to the subject and timing of such mailings. At selected periods, we send direct from our factory to dealers and salesmen personal messages from our president, E. G. Biechler. Every effort is made to exclude from such messages every trace of high-pressure promotion, the technique of individual selling is omitted and broader, more impressive and more dignified phases are discussed.

Under the heading, Promotion of Special Activities, Frigidaire uses the mails consistently throughout the year. As many as 200,000 individual items of this kind have been mailed in a single year.

One of the most interesting angles of this year's mail promotion from the factory was selling to our dealers and salesmen the idea of coming to our sales convention.

In the past, this problem was comparatively easy because it was customary for the factory and distributors to help defray traveling expenses of men who attended. But this year it was decided to have the men pay their own way.

To do this job a series of special broadsides was sent to each man, and it was responsible for bringing more than 11,000 men to the conventions despite closed banks and all the other discouraging influences current at that time.

After a series of two morale-building broadsides from our pres-

ident, our sales organization received this series: (1) "Big Things Ahead," (2) "Frigidaire Is Now Setting the Stage," and (3) "The Big Climax."

We carried teaser copy throughout without telling the men what they were going to be shown. But we assured them that everything they would see at the convention in products and in plans would make the trip worth many times what they would have to pay for it.

Here was a mail-order campaign *within a campaign*. It was probably the most crucial campaign we have ever conducted—and it worked!

The second way we use direct mail to build business is through our users. We have a plan which we like very much, partly because it has brought us close to \$2,000,000 worth of business during this year.

It is very simple and is contained in a little broadside. This broadside is another one of our pieces of mail to sell our own organization. It is a broadside selling to the dealer the value of using the user to obtain business. There are two items only involved in the plan.

One is what we call the "Frigidaire Good-Will Gift Set"—a handsome set of dishes. This gift set is featured in a special mailing piece that is sold to the dealer at 1½ cents each. The special folder includes a return card with space for five names of friends and the user is promised one of these sets of dishes for each friend sold within thirty days.

#### *Direct Mail to Prospects*

By this time you may be wondering whether we have any time or money left to send direct mail to our prospects. As a matter of fact, I imagine we spend about 10 per cent of our total advertising appropriation for direct mail to prospects. We consider the use of direct mail in this way so important that we have established at our factory a separate direct-mail department which has been functioning for several years.

This year we have mailed from the factory approximately 2,000,000



# Easterners call the

IT is true, they look somewhat like blackberries; although no Californian would mistake them for anything but native, California Loganberries.

But Easterners should be excused. There are so many things in California that are unlike the East.

To those familiar with dense, closely connected markets, it is difficult to picture the vast empire of California, comprised of only two market areas . . . the NORTHERN California Market, with San Francisco as its heart; the SOUTHERN California Market, with Los Angeles as its nucleus.

It is hard to realize that these two cities are the centers of practically all distribution, yet account for less than half of the retail sales . . . that the average wholesale area is 35,000 square miles . . . that retail outlets do a much larger average business.

These and other differences, which any Boone Man will gladly point out, show California as a market place unlike any other.

**LOS ANGELES EXAMINER**  
**BASIC PAPER of the**  
**SOUTHERN California Market**

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# All them Blackberries

berries; IN keeping with its unfamiliar marketing methods, they are the California type of merchandising pressure berries. exerted by the two great, basic newspapers which influence the two California markets. . . .

are so In the south, the LOS ANGELES EXAMINER; E. East. in the north, the SAN FRANCISCO EXAMINER. Both have accounted for scores of recent sales successes. . . .

connected From the San Francisco Examiner . . . 1,800 empire inquiries from a single announcement of a new food areas product; \$13,000 in one day's sale of high-priced t, with wearing apparel; 10,000 cases of a new beverage the of Cali- first day of sale.

us. From the Los Angeles Examiner . . . a low record of sales-cost for a medical product; one high-priced automobile actually sold, *per advertisement*; direct sales of a \$5 product at 60 cents per sale . . . as compared with \$1.80, \$2.21, \$4.54 from other papers.

Business. These successes are *not* unusual. They have been repeated . . . *are now* being repeated. For those who understand California, it is a *present* source of highly profitable sales. The Boone Man will gladly furnish further proof.

ER SAN FRANCISCO EXAMINER  
BASIC PAPER *of the*  
NORTHERN California Market

BY RODNEY E. BOONE ORGANIZATION

pieces of direct mail. And, in addition, we have provided close to 10,000,000 pieces for our field organization for mailing by department stores, public utilities and other outlets.

In all cases the cost of direct mail is shared by the dealer, distributor and the factory, usually on the basis of 50 per cent paid by the factory, 25 per cent by the dealer and 25 per cent by the distributor. Usually no charge is made to the salesman, but in some cases this has been done. We do not recommend it.

### *Three Types of Appeal*

In general, three types of messages have been used in our household direct-mail service.

1. Selling the need for adequate refrigeration and selling the economy and pay-for-itself idea.

2. Selling the advantages of Frigidaire as compared with other electric refrigerators, especially those in the extremely low-price bracket of which so many have sprung up in the last two years.

3. Announcing new products with new features. One of our pieces for this purpose was a novelty booklet that so far as I know represents the first use of third dimension printing in the refrigeration industry—the piece which was used ideally by us in direct mailings not only to regular prospects but to 140,000 employee members of the General Motors family.

A booklet was produced for Christmas use and was designed so that the prospect's name could be printed on the front cover. An accurate test was made involving 20,000 prospects and results showed that the effectiveness of the personalized piece was noticeably greater than that of the piece not being personalized. By this I do not mean to say that the personalized piece was actually responsible for that many more sales, but the fact remains that more people on the personalized list bought Frigidaires than did those on the non-personalized list.

Another piece was fundamentally a mail-order item. It scarcely men-

tioned Frigidaire as a product but sold the idea of coming to a showroom to secure a free copy of a new book entitled "The Frigidaire Key to Meal Planning." This piece was remarkably successful and was one of the keynotes of a recent campaign. More than 5,000,000 were used.

Then, we use the mails very extensively in developing a new industry—a lusty infant that is growing up fast. I refer to air conditioning.

In using direct mail to get air conditioning business, Frigidaire divides its prospects into three broad groups:

1. Prospects who will buy because they want to be comfortable.

2. Prospects who will buy because it will help them in their business.

3. Prospects who will buy because of health.

Although the last group is by far the smallest, as often happens, it is the most interesting. At the present time, Frigidaire has available for its air conditioning dealers a rather unusual direct-mail service to doctors, hospitals and others who may be interested, giving very complete information on the benefits of air conditioning to invalids and those suffering from various disorders.

### *Reaching the Commercial Field*

In addition to household refrigeration and air conditioning, there is, of course, our widely diversified commercial field where we also have used direct mail to the extent of several hundred thousand mailings a year. A standardized service has been offered our dealers to all the usual types of refrigeration prospects including meat markets, grocers, restaurants as well as to prospects for water coolers, beer coolers and milk coolers.

In what we call our "printed service" we tie-in 100 per cent with the story the salesman is telling and prepare the piece in such a way that it appears to be printed especially for the local dealer.

In addition to this service, we have one where we get closer to

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the fundamentals of direct mail than we have ever done before. The idea was born when we were about to launch a new plan of selling the commercial field—a field which, by the way, has been worked hard by many manufacturers and was particularly hard hit by the depression.

We had a good plan and we wanted a direct-mail service to fit this plan without compromise of any kind. Instead of deciding to use any particular type, we analyzed the results of a preliminary test on this plan that had been made in several of our leading districts. We took the salesman's report and analyzed the remarks—what the prospect had said—why he was going to put off buying until spring—why he was thinking of some other make. We then asked ourselves how we could use the mails to help our sales force get business from these people.

Our answer was that we must use the mails where people used to use it years back. We must write to each of these prospects a personal letter. We must make it clear that this is a personal letter to this man—not a general message that will also be received by thousands of others in the same line of business. We must do this by talking about this man's specific problems, by mentioning the name of the salesman, the name of the dealer and the particular refrigeration need that is to be met. We must make this letter friendly and sincere, and we must acquaint the salesman with this message at the same time as we send it to the prospect.

So far, it was all very simple, but how could we make a set-up to handle the whole thing on an eco-

nomical basis. It was a real problem, and in accordance with our previous methods of testing the plan we decided to test the direct mail.

At first, it was rather slow going, this business of writing personal letters to our prospects, but soon we found that the darn thing was working. Now and then a salesman would write back and say he closed a sale—the prospect was flattered—the prospect said he would buy soon. He wondered how the factory had found out about him. He had been putting off the salesman for three years and this was the last straw.

So, we took the letters that were bringing the best results and analyzed them. We picked the paragraphs that were producing results and made a book so that now with a comparatively small staff we are able to send letters to several hundred prospects each week. Although this number is put in the shade by some of the figures representing direct-mail usage in previous years, we do know that the direct mail we are sending—this direct mail which got back to fundamentals—is clicking. The salesmen like it, even though they have to fill in a whole form instead of simply a prospect's name. The prospects like it and have told us so. We know that we are getting better results from ten such letters than we did before from 200 conventional pieces.

This plan is still in its development stage. We do not know how far it will go nor how valuable it may become to us because besides helping us get sales it gives us a cross-section of information on our market in every district in the country.

## Getting Apple Brandy Ready

WITH repeal around the corner, arrangements are being made to stage a come-back for Bob Laird's apple brandy. A distilling permit has been issued to Laird & Company, Scobyville, N. J., which, together with new distilling equipment, puts the com-

pany in position to start making Bob Laird's apple brandy on a moment's notice.

The company was established in 1851 and, of recent years, has built up distribution for its advertised Laird's cider and Five Apple fruit juice concentrate.



# Another Union Goes Fifty-fifty on Firm's Advertising Cost

SEVERAL weeks ago PRINTERS' INK commented editorially on the raising of an advertising fund for the Penn Tobacco Company by its employees. A reading of it has prompted Joseph H. Epstein, vice-president of the Fitzgerald Advertising Agency, Inc., New Orleans, to call attention to the co-operation which the workers on "Panama" overalls and pants have extended toward the advertising of these products.

Together with their employer they recently paid for a newspaper advertisement which was run in a number of Southern cities. Direct-mail and dealer display material tied up to this advertisement.

"This is not the first time that employees of the Kahn Manufacturing Company have volunteered union funds to give the company a helping hand in advertising," Mr. Epstein says. "Last spring when business was slow and the plant was not running full time, the union and the company went fifty-fifty on a spring advertising drive.

## Death of C. L. Weaver

Clarence L. Weaver, manager of the Detroit office of Verree & Conklin, Inc., publishers' representative, died recently. Before taking over the management of the Verree & Conklin Detroit office, he had been with the Detroit *Free Press* for seven years. He was forty-three years old.

## Appointed by Globe-Wernicke

Arthur R. Frey has been appointed assistant sales manager of The Globe-Wernicke Company, with headquarters in Cincinnati. He will spend most of his time in the field working with dealers and assisting them in sales development plans.

## A MESSAGE to Working Men

{ From the Working Men and Women Who Make "PANAMA" Pants and Overalls }

Our company has just increased wages. Not because they had to when they signed the NRA bill...they didn't. We were getting more than the minimum and only working forty hours. "PANAMA" has always paid us more than other pants and overall workers in the South. We have had our Union all this time...the only one in the South continuously for twenty-seven years. We have had splendid working conditions, healthful safeguards, and our own cafeteria and meeting room.

And naturally in our work we have tried to do the best job anyone possibly could. We are part of our company...and we know it. We wouldn't turn out a shoddy piece of work just because we could get by with it. It wouldn't be fair to our employers, who always have been absolutely fair to us. And it wouldn't be fair to you fellow workers who have been wearing "PANAMA" Pants and Overalls, knowing they were produced under ideal conditions, by highly paid workers, of the best possible materials and workmanship.

We are as happy as we can be over the NRA and the New Deal. We are happy for you because we know what it means.



Local 203, United Garment Workers of America  
Mobile, Alabama

MAKERS OF  
**"PANAMA"**  
PANTS AND OVERALLS

This statement is being run voluntarily from funds not paid by our Union for co-operative purposes, submitted by a letter received from the Kahn Manufacturing Company

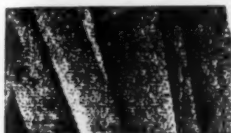
"The company did not feel that it could afford this by itself. The union members did feel that they were direct beneficiaries through increased employment, and therefore volunteered their half of the expense."

## W. B. Parsons Joins Ramsay

Willis B. Parsons, formerly advertising manager of Frederic Blank & Company, distributor of Salubra wall covering, has joined the staff of The Robert E. Ramsay Organization, Inc., New York. He was also formerly with James F. Newcomb & Company, Inc., New York.

## With Milwaukee Agency

Richard C. Fowler, recently with the Fitzgerald Advertising Agency, New Orleans, has joined Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency. He was at one time, with the former Millis Agency, Indianapolis.



# WASHINGTON, D. C.



## *The Dynamo of National Industrial Recovery*

Today, Washington, D. C., is the center of the national stage. Here, motive power for the nation's industries is being generated.

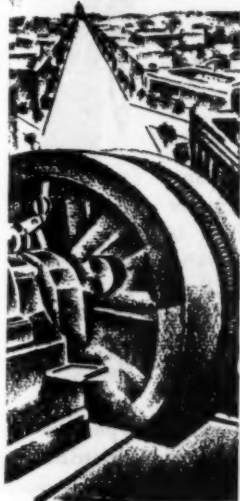
The National Industrial Recovery Act, with its swiftness in adoption and execution, is being actively felt throughout the country.

And Washington, D. C., the center of this gigantic business program, is entering a new era of greater buying power—one of major importance in your new merchandising set-up.

In planning your advertising schedule provide for space in The Washington Times.

It's Washington's fastest growing evening newspaper—

**Net Paid Circulation 106,953**



# WASHINGTON TIMES

THE NATIONAL DAILY

Represented Nationally by The  
Rodney E. Boone Organization

# Publisher

*save time . . .*

*save mailing costs!*

ONE important reason why this company has grown to be one of the largest printers of magazines and catalogs in the world is that our plant locations enable publishers to save much time and money in mailing. • Our Eastern plant at Dunellen, N. J., can serve the East at the same time that our Chicago plant is serving the Mid-West and West. The Pacific Coast can be served from either point . . . from Dunellen by water if time permits this unusual transportation economy. These two points of distribution make the largest possible great savings in mailing costs. • The saving in time and money by shipping simultaneously from two points is important to the publisher who must cover the entire country, quickly and economically. Many publishers are enjoying additional savings in the shipment of raw materials. • This is only one of the many



HALLPS

SUBSIDIARIES: ART COLOR PRINTING CO., DUNELLEN, N. J.

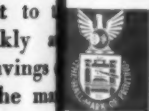
COTOPRIN



# Whers:



this unusual services offered by this company. We handle some of the  
 on largest printing jobs in the country . . . and some of the smallest.  
 time every assignment receives the same careful, intimate attention.



## W. F. HALL PRINTING CO.

CHICAGO

NEW YORK

J. C. TOPPRINT CO. CENTRAL TYPESETTING & ELECTROTYPING CO.

**In Detroit  
The Trend Is To The Times.**

... for example  
In the Toilet Goods and  
Beauty Shops (retail) -  
classification.

... an important index to  
women reader responsiveness.

***For the first eight months  
of 1932 . . . .***

Detroit's Toilet Goods  
and Beauty Shops placed  
their advertising as follows . . .

The Detroit Times . . . .	53,711 lines
First Paper . . . . .	75,605 lines
Third Paper . . . . .	7,854 lines

***For the first eight months  
of 1933 . . . .***

The Detroit Times . . . .	76,527 lines
Second Paper . . . . .	73,158 lines
Third Paper . . . . .	5,850 lines

(All figures Media Records)

National advertisers . . . and  
their agencies . . . interested in  
marketing Beauty Preparations,  
Cosmetics, Soaps and kindred lines . . .

... should be guided by this  
Trend To The Detroit Times.

For further information  
on why The Detroit Times  
should be on your schedule . . .

**ASK THE BOONE MAN!**

# When Inflation Is Not Inflation

A Famous Economist Explains a Re-assuring Paradox

By Irving Fisher

Professor of Economics, Yale University

This article is reprinted by special permission of Professor Fisher and *Liberty*, in which it was originally published.

FOR over a year much has been heard of "inflation." To some it has been a boggy; to others, a hope. At first the very word frightened people. Visions of the German inflation in 1923 were conjured up by some of the bankers. When the Goldsborough bill passed the House of Representatives last year, these bankers very nearly threw a fit.

But all that the bill aimed at was that the Federal Reserve banks and the Secretary of the Treasury should raise prices on the average up to their level before the depression—practically just what President Roosevelt is now trying to do—and to hold the level steady.

So we see that what a year ago was a boggy man now seems to be our anchor of hope!

Well, then, is inflation good or bad? It is both, according to circumstances! I have for years been shouting from the housetops how bad inflation is. Yet now I am an enthusiastic booster for a certain amount of inflation—which I call reflation—as an antidote for the bitter dose of deflation which we have had to swallow.

And this is not because I have

changed my mind. I am as much opposed to inflation in general as I ever was.

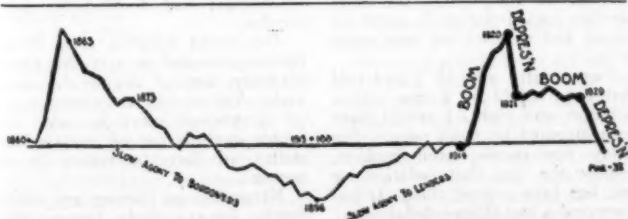
This is all very confusing to people who have never before thought about money in relation to the price level.

What is inflation anyhow? Inflation of money is any increase in the circulation of money. It always tends to raise prices because it means more buying. When, in consequence, prices do rise, this rise is called inflation of prices. As inflation of money causes inflation of prices, and as the two go together, we can use the word "inflation" for either or both.

In the same way, deflation means lessened money circulation and lowered prices.

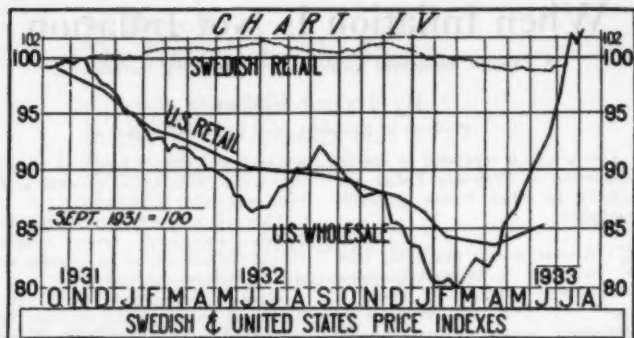
When prices in general rise we may say that the dollar falls, because its purchasing power is lessened. For instance, from the beginning of the World War up to 1920 the general level of prices in this country more than doubled, which means that the purchasing power or value of the dollar was cut in half. That was a great inflation.

We have just had an opposite example. Since the halcyon days of 1929 up to the end of the Hoover administration, the price level of commodities was nearly cut in two, which means that the dollar's value



Charts from the author's book, *Inflation?* (Adolph Co.)

American wholesale price history at a glance



Sweden's stable price level—and America's unstable ones

was nearly doubled in that time.

So inflation means more money circulated, a higher price level—that is, a cheaper dollar. Deflation means less money circulated, a lower price level—a dearer dollar.

The price level is measured by an "index number." I publish an index number in the newspapers every Monday. The price level of 1926 is the "base" from which we measure and is called, for convenience, 100. When President Roosevelt came in, my index registered the lowest price level for many years. It was 55. That is, on the average, prices were then 55 per cent of what they had been in 1926.

As I write, my index is over 60. So we have recently had two price movements—a big deflation with prices sinking on the average from 100 to 55; and, since March 4, a little inflation with prices rising from 55 to over 60.

What we want to be sure of is whether this inflation is right or wrong and whether we need more of it.

Two months ago, if I had said that there could be a case where inflation was right, I would have been disputed by most people. But today few people, even bankers, dispute the fact that inflation, so far, has been a good thing. It has corrected a bad thing—deflation.

This deflation was the very essence of the depression. Prices had, as I have said, fallen from 100 to

55, or nearly by half, so that the dollar had nearly doubled. Farm prices had fallen more than by half, so that the so-called "farmer's dollar" had more than doubled. This does not mean that the farmer was twice as well off—quite the contrary. When I say the "farmer's dollar" I do not mean the dollar he had but the dollar he had to get. He had to sell twice as much produce to get it. If he had mortgaged his farm in 1926 for \$10,000 and owed \$10,000 on March 4, 1933, he really owed more than \$20,000 as dollars were in 1926.

Raising the amount was often beyond his power. Therefore, mortgages were being foreclosed. He resisted the sheriff. He embarked on "milk strikes."

Why did the farmer, our most conservative citizen, do these decidedly radical things? Because he knew that he was the victim of a great injustice. Something outside of himself had doubled his debt burden.

The recent inflation from 55 to 60 has corrected, in part, this great injustice, and of course this was right. And of course we need more of it—enough more to take the whole swelling out of our swollen dollar—in fact, to reduce it to normal.

Naturally, we cannot get exact justice for everybody, because different debts were contracted at different stages. And most of them were contracted before the defla-



tion began. Mr. Roosevelt stated the true principle when he told us that he aimed to raise the price level to where debts could, *on the average*, be paid "in the same kind of dollars" they were contracted in.

Up to that point inflation will be right. More would be wrong. Up to that point inflation can better be called reflation. It is unfair to call it inflation.

When is inflation not inflation? The answer is: When it is reflation! Reflation is that degree of inflation which is justified because it corrects, so far as possible, recent rapid and great deflation.

In fact, the word "reflation" can be applied to the opposite case. After rapid inflation, reflation is the proper dose of deflation. In either case, reflation is a return on our tracks when we have departed from the right road in no matter which direction.

Inflation and deflation are, in general, wrong. Neither is justified except to correct the other. We want to *stabilize* the price level—in other words, "stabilize the dollar." The program of President Roosevelt should be, and I believe will be, to reflate to about the 1926 level and then to stay at that level.

It is not too early to sound a warning that if we overshoot the mark we shall suffer. Real inflation—that is, anything beyond the proper reflation—would be wrong and harmful.

If any reader of these words has the notion that because a moderate dose of inflation is good under present conditions an immoderate dose would be better, he should disabuse his mind of the idea at once.

### ***Falling Prices Spell Bad Times***

The first of the two charts that appear with this article shows the ups and downs of our price level. It shows also that any great or long fall of prices has always hurt business and employment and done injustice to debtors. In other words, falling prices spell depression. Business cannot make a profit if the prices received by business fall while interest, rent, taxes, and several other expenses paid by business

do not fall, or do not fall as fast. On the other hand, rising prices spell "boom," hurt the creditor, and cause complaints over the high cost of living.

In this chart there was a period of eight years (1921 to 1929) when the commodity price level was kept nearly constant, although prices of stocks rose unduly. This was a period of great prosperity, although it turned into a bad boom at the end.

### ***Explaining the Mystery of the Depression***

People speculated, and did it on borrowed money. When they woke up and tried to pay their debts, they were forced to sell stocks and other property. This caused credit deflation and falling prices, or a swelling dollar. And the worst of it was that the dollar proceeded to swell *faster* than the debts shrank. So, although fewer dollars were owed at the end of the Hoover administration in 1933 than before the stock market crash in 1929, nevertheless if we *measure* these dollars (and not merely *count* them) we shall find that the total indebtedness *was not reduced at all*. On the contrary, it was increased. Take again the farmer who owed \$10,000 in 1929. If he had paid off \$2,000 up to 1933, leaving \$8,000 still unpaid, he found this \$8,000 really a bigger burden than the \$10,000 with which he started. In fact, his burden had become over \$15,000 if measured by the dollar as it was in 1929. So we had the paradox that the more the debtors paid the more they owed. The very effort to liquidate debts increased them! That, as I see it, explains the mystery of the depression.

Just as a stampede to get out of a burning theater may jam the crowd in all the tighter, so the stampede to get out of debt has put us in debt all the worse. And if Roosevelt had not decided to reflate we would have sunk deeper and deeper. City mortgages would have been defaulted next. Then the savings banks and life insurance companies that held those mortgages would have gone bank-

rupt in droves. Railways, cities like Chicago and New York, and even State Governments—and Uncle Sam himself—would soon have become insolvent.

Only a few knew how close to the precipice we were. It is not true that we would have recovered "naturally," and that we were at the bottom in March anyway and would have gone no lower even if nothing had been done about it. On the contrary, since it was too much debt that started us rolling downhill, and since the debt grew bigger, not smaller, the rolling merely gathered force.

We may thank our lucky stars that we had men of vision in Washington; otherwise the people would surely have perished.

But if it is true that even with a bigger burden of debt the downswing was reversed by deliberate reflation, why could this not have been done before?

Unhesitatingly I reply: It could have been done before, and should have been. But the efforts to do it a year ago were thwarted. I could name the three men (Hoover was not one of them) who were the chief obstacles. But I am writing impersonally, and they knew not what they did.

The correction could have been started still earlier. In fact, most of this depression could have been avoided. Even granted all the speculation which went before it, and the boom and the overgrown debts and the ultra-high prices of stocks, nevertheless if the *Commodity price level* had been kept from falling, it would have been a tame affair and would have lasted only a few weeks.

#### **Money as a Price Determiner**

Some readers are probably incredulous of this. Perhaps they think the price of every commodity is entirely fixed by the supply and demand of that commodity. If that were true, then President Roosevelt could never raise the price level by any of the tools which Congress has put in his tool bag—such tools as buying bonds by Federal Reserve banks, issuing

greenbacks by the United States Treasury, reducing the gold content of the dollar, opening the mints to silver. But it is not true. The price of wheat is not fixed by the demand and supply of wheat *alone*. It is *partly* fixed by the demand and supply of money. Money is, for most people, overlooked entirely as a price determiner. That is where people make a big mistake. That is where the three chief obstructors of reflation last year made their terrible mistake.

#### **Why We Overlook This factor**

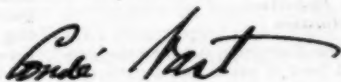
The trouble is, we forget money just because we think in terms of money. If the price of wheat were expressed in terms of anything else than money, we would not make such a mistake. Suppose that the price of wheat were expressed in terms of copper or of silver bullion. Suppose, for instance, that a bushel of wheat were worth three ounces of silver. It would be silly to say that a rise in this price of wheat in terms of silver must be entirely due to an increased demand for wheat or to a decreased supply of wheat. It might just as well be due to an increased supply of silver or to a decreased demand for it.

This is evident. It ought to be just as evident when the price of wheat is expressed in gold. A gold dollar is almost exactly one twentieth of an ounce of gold; and when the price of wheat is a dollar a bushel, it is the result not only of the supply and demand of wheat, but also of the supply and demand of gold dollars—and of the substitutes for them, namely paper dollars and the dollars we have, or think we have, in banks and pay out by check.

And the effects of these two supply-and-demand influences can be sharply distinguished. The supply and demand of *dollars* fix the *general, or average, price level*, and the supply and demand of *wheat* fix the extent to which the price of wheat is *out of line with the general, or average, price level*. When the general price level rises 10 per cent and wheat rises 13 per cent, only the extra 3 per cent is due

This is to announce the appointment of  
**HAROLD AUGUSTIN CALAHAN**  
as Promotion Manager of the  
**CONDÉ NAST PUBLICATIONS**

Mr. Calahan's long and successful record in the advertising world enables me to dispense with a detailed account of his career. He will be engaged exclusively in the promotion of our publications. I look forward with confidence to the results of this connection.



VOGUE • VANITY FAIR • HOUSE & GARDEN • THE AMERICAN GOLFER  
VOGUE PATTERN BOOK • HOLLYWOOD PATTERN BOOK • BRITISH VOGUE  
FRENCH VOGUE • LE JARDIN DES MODES • SOYONS PRATIQUES  
CONDÉ NAST PRESS • CONDÉ NAST ENGRAVERS • CONDÉ NAST STUDIOS

to the supply and demand of wheat. The 10 per cent is not due to wheat at all, but to money.

Most people still imagine that all of the fall in the price of wheat since 1916 is due to a superabundance of wheat. This is not true. Most of the fall was due to the scarcity in the supply of dollars circulating. This cause explains the fall from 100 to 55—the fall of the *general level of prices, wheat included*.

When gold is superabundant, why doesn't its price fall? And when there is a world scramble for gold, why doesn't its price rise? The price of gold has been \$20 an ounce ever since we were on the gold standard. Of course! The dollar is a twentieth of an ounce of gold. The supply and demand of gold *couldn't change the price of gold* as long as we were on the gold standard. When gold dollars or other dollars are superabundant, the price of gold is not reduced, but the prices of everything else rise; and when there is a scramble for gold and a scarcity of dollars in general circulation, gold doesn't go up in price, but everything else goes down. In short, the rise and fall of the *general level of prices* is explained *not*, as commonly thought, by the supply and demand of individual commodities but by the supply and demand of money—by inflation and deflation.

#### **An Important Distinction**

The distinction between the general level of prices and a particular price relatively to that level is like the distinction between the general level of Lake Michigan and the height of one individual wave relatively to that level. Only those who miss this distinction think the price level cannot be raised or lowered at will. It is really easier to raise the price level of all commodities than to raise one out of line with the rest.

Congress could raise the level of prices overnight a hundredfold simply by decreeing that a cent should be a dollar; and President Roosevelt can double the price level by cutting down the gold in

the dollar by one-half. Either of these procedures, of course, would be wrong—they would be going too far. But the point is, the price level can be anything we choose to make it.

When we do raise the price level and then fix it permanently, we have simply fixed the value of the dollar, just as we have long ago fixed every other unit of measure, such as the yardstick and the kilowatt.

Hitherto we have stupidly made the mistake of fixing the *weight* of our dollar. Only occasionally have we consciously influenced the *value* of the dollar; namely, after the Civil War and after the World War, when we consciously deflated our currency and thereby restored to each dollar some of the value which it had just lost. And again, beginning with 1922, under the leadership of Governor Strong of the Federal Reserve Bank of New York (and until his death), the Federal Reserve banks maintained a nearly constant value for the dollar.

Governor Strong died in 1928, and his death was apparently hastened by the realization that his stabilization policies were not being followed after his retirement. Had he lived and continued in office we would not, in all probability, have had this terrible depression.

But the best example of controlling the price level (which means, as we have seen, controlling the value of money) is found in Sweden. Since Sweden went off the gold standard, in September, 1931, she has consciously and avowedly maintained a constant level of prices—constant within 2 per cent, as the second chart shows. (In the case of this chart, it is the September, 1931, price level that is taken as the base, equal to 100.) The reader will notice in the chart the contrast between the horizontal line of Sweden and the down-plunge of our own price level!

Sweden can control her price level and is doing it. We can control our price level and must do it—if we want to avoid such depressions as this.

Some of my readers may be in-

# 93 Times out of 100



Through a survey of 50,000 consumers we learned that when a product is radio-advertised over WLW, 93 times out of 100 it will improve in consumer preference. We also know that if a brand is not radio-advertised over WLW, its chances of improvement are less than 42 per cent.



**Proof...** A brand of coffee rose quickly to fourth place in consumer acceptance and is still rising so rapidly that it is apt to be the leading brand in the WLW territory. WLW pulled it up.

A brand of mayonnaise that was in second place a year ago is now in eighth place and still declining. This company stopped using WLW.

A tooth paste pulled from sixth place to third place in consumer preference in less than six months while on WLW. It dropped right back to sixth place in five months when WLW was discontinued.

Near the center  
of the dial



Near the center  
of population

A series of current surveys of the midwest market which show the public preference for various products is available. Advertising executives may obtain copies by making inquiry on their letterheads and stating the kind of products in which they are particularly interested.

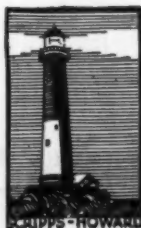
**THE CROSLEY RADIO CORPORATION**  
POWEL CROSLEY, Jr., President CINCINNATI

DURING THE FIRST 8 MONTHS OF 1933  
The Pittsburgh Press *published*



THE FLAMES OF INDUSTRY  
ARE BECOMING BRIGHTER IN  
THE SKIES ABOVE PITTSBURGH

MEMBER OF THE UNITED  
PRESS...AUDIT BUREAU  
OF CIRCULATIONS  
METROPOLITAN SUNDAY  
NEWSPAPERS and of  
MEDIA RECORDS, INC.



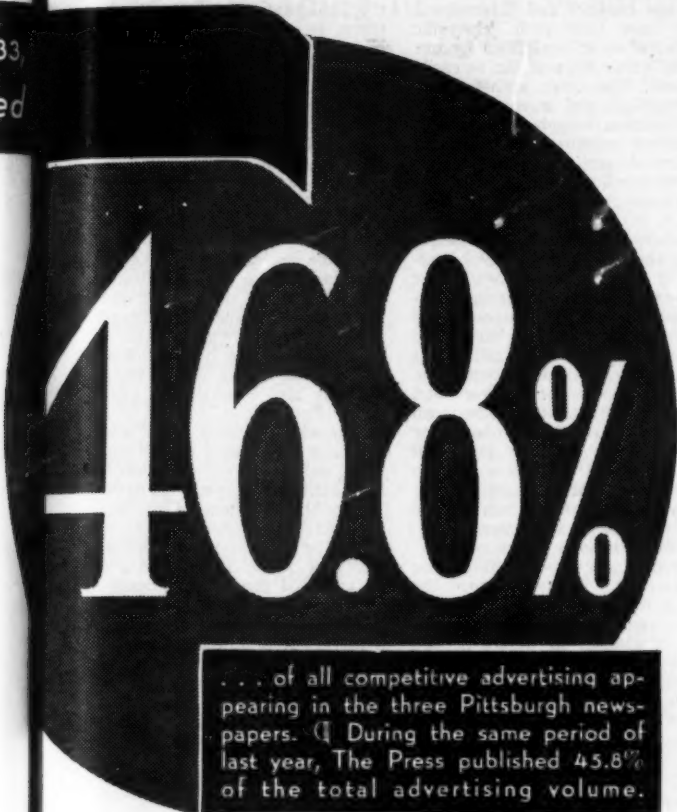
The Pit

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TIONAL  
WSPAPE

ICAGO  
TROTIT

1933  
hed



# 46.8%

... of all competitive advertising appearing in the three Pittsburgh newspapers. (1) During the same period of last year, The Press published 45.8% of the total advertising volume.

*—Authority, Media Records, exclusive of non-competitive linage in all papers, and advertising sold on group basis in both Sunday papers.*

## he Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS  
TROTIT . PHILADELPHIA . BUFFALO . ATLANTA



credulous. It does seem incredible that our bankers and Government could have been such "economic illiterates" as to neglect to fix our unit of value when it can so easily be done! They have, with few exceptions, thought it could *not* be done, because "supply and demand" would not permit—forgetting that we can always control the supply of money. They have, with few exceptions, confused price and price level.

Some of us who knew better made the mistake in 1929 of assuming that they also knew better and that Governor Strong's enlightened policy would be continued after his death in 1928. We looked in vain for what now at last is being done. Had it been done then, our expectations of a short and slight depression would have been realized. It would have been far easier in 1929 to have prevented this depression than it is now to cure it. The fact that the opportunity was then missed is a terrible indictment of the ignorance and indifference of some people.

I hope I can dispel another false notion—that inflation must be wrong because it is artificial. Inflation and deflation are always going on, whether by design or not, just as the level of Lake Michigan is always changing. There is nothing wrong in opening and closing the valves by which we can prevent the money lake from either over-

whelming us or subsiding toward the vanishing point. On the contrary, it is right to prevent this, because only thus can we stabilize the chief yardstick of commerce—the dollar.

An honest dollar is a matter which concerns every man, woman and child. An honest dollar must be stable in value. Our gold dollar is not such a dollar. Technically, the repeal of the "gold clause" is repudiation of debt—but of debt in dishonest dollars. If and when the general public wake up to the importance of stabilization, they will hold the proper functionaries responsible for furnishing us with a yardstick which will be just and fair as between debtors and creditors, and will safeguard business and employment against undue fluctuations.

Any administration which allows the price level again to get out of hand, either up or down, should be held guilty of criminal negligence! The public will demand all this as soon as it has shaken itself free from the illusion that a dollar is always a dollar. It required a loss of value of the German mark of 98 per cent to make the Germans realize that a mark was not always a mark. It required a swelling of our dollar of 80 per cent to awaken America to the fact that the dollar had really changed.

At least *some* Americans are awake now!

### Simmonds & Simmonds Get Two Accounts

Pfäelzer Brothers, Chicago, meats, poultry and provisions, have placed their advertising account with Simmonds & Simmonds, Inc., advertising agency of that city. The Bodie-Hoover Petroleum Company, Chicago, has also appointed Simmonds & Simmonds as its advertising agency.

### Viscose to Mathes

The Viscose Company, New York, has appointed J. M. Mathes, Inc., New York advertising agency, to direct all advertising on its Crown and Seraceta yarns, effective January 1, 1934. Mathes will prepare and place all Viscose advertising in both trade and consumer publications.

### Barrett Now Manager of R & R at Detroit

Fred Barrett, who has been a member of the Detroit staff of Ruthrauff & Ryan, Inc., has been appointed manager of that office.

### To Represent McCandlish

Malcolm G. McEachern has been appointed to represent the McCandlish Lithograph Corporation, Philadelphia, in Chicago and the West. He has opened headquarters at 205 West Wacker Drive.

### "Oregonian" Appoints Jenness

Harold Jenness has been appointed promotional advertising manager of the Portland *Morning Oregonian*. Long active in newspaper and advertising agency circles in the Northwest, Mr. Jenness, for the last year, served as an account executive with the W. S. Kirkpatrick Advertising Service. He previously had been with Gerber & Crossley, Inc., in a similar capacity.

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# Good Reading in Any Weather

GUNDLACH ADVERTISING COMPANY  
CHICAGO

## Editor of PRINTERS' INK:

What with the hot weather and the World's Fair, I have been lagging on my perusal of *PRINTERS' INK* (not to claim that I have been delayed by any hectic rush of business).

Now I find in your issue of August 31 an article by Mr. H. M. Andrews, headed "How to Keep the Reader's Eyes from Wandering." Mr. Andrews shows the importance of leading the eye into the advertisement and the danger of an illustration or typographical effect, carrying the eye, after a moment's glance, to some point outside of the advertisement.

In direct action copy, I know conclusively from ample checked results that there is a decided improvement in results when rather ugly arrows or black lines or other typographical effects are used to force the eye of the reader to the appeal to action, whether it be a

coupon to be mailed, or an invitation to call upon the local dealer.

While the thesis that Mr. Andrews presents is evidently based on theory, not on checked results, since he illustrates his point only by pure publicity copy, it seems to me that it follows from the results on direct action copy that he is absolutely correct; for when a principle has been conclusively established, this principle holds true in all its applications.

The point made by Mr. Andrews all of us have heard discussed at times in a very general sort of way. But I, at least, have never considered it in its specific application, as so clearly presented by Mr. Andrews. It will influence much of our layout work on copy from now on.

All of which, Mr. Editor, goes to show, as one illustration among many, that we should keep up on our reading of *PRINTERS' INK*, whether in hot or cold weather.

E. T. GUNDLACH.

## R. J. Walsh, Editor, "Asia"

Richard J. Walsh has been appointed editor of *Asia*, New York. He will continue his work as president of the John Day Company, book publisher of that city. He was, at one time, editor of *Collier's*.

*Asia*, which in recent years has been classed with magazines of travel, will, it is reported, return more nearly to its original purpose as a medium for reflecting and interpreting the culture and development of all Asiatic countries, including Russia.

Conrad F. Baecker and Francis Brewster will continue in charge of the business and circulation departments of *Asia*.

## Cooking Schools Merge

The Homecrafters, Chicago, has been merged with Weil, McGinniss & Sloman, Inc., New York. Both concerns conduct cooking schools for publishers. Mrs. Dorothy Ayers Loudon will be in charge of the Western division. Laura K. Kennedy will be in charge of the Eastern division.

## Appoint Bauer & Meyer, Inc.

*Hotel and Travel News* and *Restaurant News*, both of Boston, have appointed Bauer & Meyer, Inc., New York, as Eastern and Chicago advertising representative.

## Gobel Account to Rankin

Adolph Gobel, Inc., New York, meat products, has placed its advertising account with the Wm. H. Rankin Company. A newspaper campaign in the New York metropolitan territory is planned.

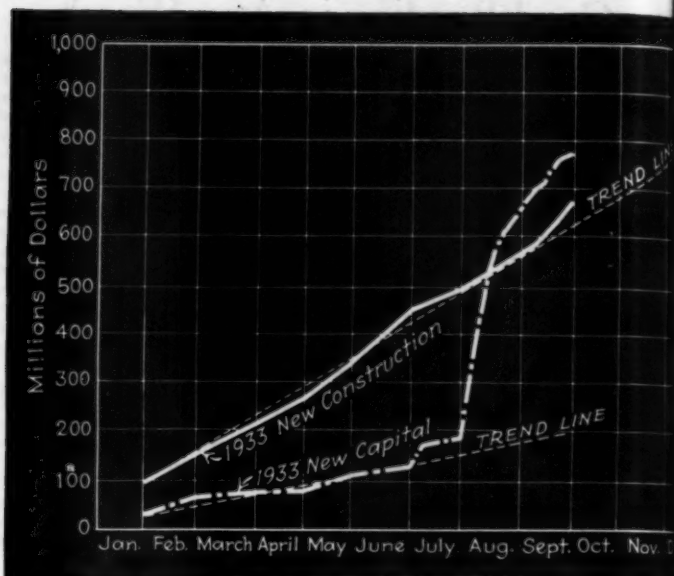
Robert H. Rankin, who has been with the Chicago office of the Rankin agency for the last two years, has returned to the New York office where he will be in charge of new business.

## Advertising Typographers to Meet

The annual convention of the Advertising Typographers of America will be held at the Palmer House, Chicago, October 24 to 27. An exhibition of advertising typography will be open to members and non-members. Entries will close October 16, and are to be sent to Oswald Cooper, 155 E. Ohio Street, Chicago.

## McMahon Joins Paris & Peart

Thomas F. McMahon has been appointed an assistant space buyer for Paris & Peart, New York advertising agency. He was formerly with Lambert & Peasley and, more recently with the national advertising department of Scripps-Howard and the New York *American*.



The curve of new capital is the advance press agent for the contract curve. It takes from two to three months for this capital to get into contracts. Note the bulge on the capital curve. Watch the contract curve in *Engineering News-Record*, beginning with the current week's issue.

## CONSTRUCTION CURVE

*Who gave these contracts? Who got them?* Every issue of *Engineering News-Record* and the McGraw-Hill *Construction Daily* will keep you informed on every engineering-construction contract throughout the United States—bids asked, proposed work and contracts awarded. All details regarding who, where and what—valuable sales information for manufacturers—will be found in these publications.

**ENGINEERING NEWS - RECORD** **CONSTRUCTION**

McGraw-Hill Publication

*Contracts awarded for engineering-construction work during September averaged \$26,669,000 a week—the highest average since July, 1932.*

## CONTRACTS AWARDED

Week of Sept.	7	.....	\$14,197,000		
01	01	01	14	.....	20,586,000
01	01	01	21	.....	30,688,000
01	01	01	28	.....	41,206,000

## INCREASING WEEKLY

*Who will get the orders for equipment and materials?* 45,000 of the engineers and contractors who are bidding on the engineering-construction work figuring in this curve are regular readers of *Engineering News-Record* and *Construction Methods*. These men have to know the costs of using specific equipment and materials *before* they compute their estimates. Those who are familiar with the greatest time-saving and cost-saving equipment stand the best chance of getting contracts.

Manufacturers who are advertising to these engineers and contractors steadily are doing the next best job to talking to them personally. And they are doing it at a cost that is within the bounds of reasonable selling expense. They know it is costly, if not impossible, to contact them personally.

Now—right now, when contracts are being let at an accelerating pace—is the time to advertise in these two front-line engineering-construction publications. The circulation of these papers, with less than 2% duplication, is all embracing. Every conceivable type of engineering-construction project is on the bidding calendar of these 45,000 subscribers.

# CONSTRUCTION METHODS, New York

Publications

# Mystery Advertising

THE Hydrox Corporation is using a mystery idea in its current New York newspaper advertising.

The campaign is an answer to a search for something to quicken consumer and dealer interest in the product.

Each advertisement in the campaign presents the photograph of an otherwise unidentified dealer. "Who Is This Man?" queries one headline "Identify him and you can get a quart of Hydrox Ice Cream free. This man has a store—perhaps near your home—and he displays the Hydrox Ice Cream sign reproduced below. If you can identify him from the photograph above—hurry to his store. Each person to do so will receive a full quart of Hydrox Ice Cream FREE, as long as his special supply lasts.

"Photographs of three other Hydrox 'mystery men' are appearing in various newspapers this week. Look for them, too."

Three New York newspapers and one Brooklyn paper were selected on a one-time-per-week schedule, the photograph of a different Hydrox dealer appearing in each newspaper.

The first advertisement appeared in one of the New York papers, on September 19. Between 6 and 11 p. m. that day more than 1,000 persons turned up at the dealer's store.

This response made it advisable in succeeding advertisements to re-

## Donnelly with Steamship Line

John E. Donnelly, classified advertising manager of *The Wall Street Journal*, New York, has been appointed secretary and assistant treasurer of The Starin-Hartford Steamship Company, operating between New York and Hartford.

## Has Sterling Beer Account

Sterling Brewers, Inc., Evansville, Ind., has placed its advertising account with Ruthrauff & Ryan, Inc. Sterling beer is being advertised in newspapers in Illinois and Indiana.

## New Buffalo Business

Manley S. Ovenshire has organized the Empire Advertising Service at Buffalo, N. Y.

## Can you IDENTIFY this man?



Read how  
you can get  
a pint of Hydrox  
Ice Cream **FREE**

He's a Hydrox Ice Cream Dealer—perhaps near your home—and he displays the Hydrox Sign. Do you know him? If so—hurry to his store. Each person to identify him will receive a full pint of delicious Hydrox Ice Cream FREE, as long as his special supply lasts. Hydrox Ice Cream is just rich pasteurized cream, pure cane sugar and True Flavors.



Look for this sign

4 different "Hydrox Mystery Men" will appear in the newspapers each week. Watch for them.  
NEW YORK SUN  
every Tuesday  
NEW YORK WORLD-TELEGRAPH  
every Wednesday  
BROOKLYN EAGLE  
every Thursday  
NEW YORK NEWS  
every Friday

duce the offer of free ice cream to a pint instead of a quart and to increase the number of possible winners from ten to 100.

## Represents New Radio Station Group

Lee Coulson, of Station WHAS, Louisville, will handle the advertising of WHAS, WCKY, Covington, Ky., and WSM, Nashville, which as members of the Center of Population Group, have joined together in co-operative effort to present a sustaining and commercial service.

## Join "Herald Tribune"

Harry Hayden, formerly with the *Cleveland News*, has joined the advertising staff of the *New York Herald Tribune*. George J. Kilgore has also been added to the *Herald Tribune* advertising staff.

# The Fine Art of Blue-Penciling

Advertising Copy Will Be Better If Censorship Committee Is Rigidly Restricted to Four Functions

By Marsh K. Powers

President, Powers-House Company

THERE'S a story (not of this year's vintage) about a fisherman who decided to pick up a few odd dollars by going into the retail fish business. To proclaim his new venture to the passing world, he painted a sign which read

## FRESH FISH FOR SALE HERE TODAY

The first neighbor to come along promptly criticized it for including "TODAY."

"If you don't sell your fish today, Jim, they won't be fresh—so why not shorten your sign?"

That sounded sensible to the fisher, so he dipped his brush into his paint pot and obediently made the sign read

## FRESH FISH FOR SALE HERE

Then his neighbor on the other side appeared, read the sign, and immediately had another adverse comment.

"Why bother to say 'FRESH'?" he pointed out. "Nobody around here will buy them if they aren't fresh. Take that word out, and you can use bigger letters which will be easier to read."

It took a bit of time for the fisherman to accomplish this change, which left his sign reading

## FISH FOR SALE HERE

Just as he finished it, a neighbor from across the street happened along. "Jim," he said, "I don't want to be critical but why say 'HERE'?" If the fish were over in the next county, you couldn't sell them, could you?"

Agreeing with his critics was becoming a habit with James by this time. In a moment more the message was down pretty close to bed rock—

## FISH FOR SALE

"That 'FOR SALE' sounds silly," said his wife, coming down

the walk to join him. "You wouldn't be advertising fish if you didn't want to sell them. You're not trying to rent them or exhibit them."

Automatically the would-be fish-merchant made the change to

## FISH

Then he suddenly returned to the sign and, with an exasperated swish of his brush, deleted the lone remaining word.

"Aw, heck-and-high-water!" he exclaimed, disgustedly, "What's the use of that, either? Anybody going by can SMELL 'em!"

Exaggerated as that procedure may be, there nevertheless have been sessions to consider advertising copy which have wreaked just as much damage to the messages—and, of course, with equally good intentions. In advertising meetings the damage is more often by "accretion" rather than "abrasion," as here, but the net effect can be equally deleterious.

It can be safely stated that, subject to remarkably few exceptions, a "committee" is an inept wielder of the advertising blue pencil. A piece of copy which leaves a committee's operating table, if said committee has attempted any considerable on-the-spot revisions, is all too often a sadly mangled corpse.

In committee action, debate or argument replaces calm consideration and experiment. Compromise, rather than logic, can easily become the controlling factor.

Individuals who, outside the committee-room, would frankly admit their inability to produce an acceptable finished advertisement too often feel competent, when in a meeting, to inject phrases or insert complete sentences, as well as to rewrite others.

Unfortunately a sense of unity is not an inherent part of human

*150,000 Women*  
**DEMANDED WE INCREASE**  
*Our* **GUARANTEED**  
**CIRCULATION!...**

*Proved Women Buyers Now  
 Cost You LESS Than 2¢ Apiece!*

**Now!** *Fawcett*  
**1,150,000**

**F**OR over a year Fawcett Women's Group has given advertisers the lowest page rate per thousand to reach a million women buyers.

But the women themselves—the women you depend on for sales—have decided that a million is too small a circulation for this group of magazines.

They have literally forced us to expand, so Fawcett Women's Group announces a new guar-

antee of 1,150,000 copies.

But, as ever, the Fawcett Women's Group page rate is the lowest in this field—the lowest page rate per thousand, ABC, for any group of a million women readers *or more*.

The practical gain in circulation is in effect on issues now closing. The guarantee, with the adjustment in the rate, is effective March 1, 1934.

**Anticipating Your Requirements Now Saves**



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**FAY**

**You**





Protect yourself now against this advance. Just write the nearest Fawcett Women's Group office today and find out the story of the million women, who, in one year, grew to 1,150,000. Find out why they grew so fast—and find out what it has meant to advertisers.

**\$1.77**

The Lowest Page Rate per Thousand, ABC, to Reach a Million or MORE Women.

**FAWCETT PUBLICATIONS, Inc.**

Minneapolis . . . Chicago

New York . . . Los Angeles . . . San Francisco

**You \$340.00 Per Page For All Of 1934 •**

make-up. If it is lacking in a member of such a committee, no amount of argument or exhortation can ordinarily make that man understand how his suggestion destroys the unity of the message.

Another unfortunate characteristic of committee action is that an advertising committee, in the majority of instances, is made up of persons so close to the subject advertised that it is very nearly a human impossibility for them to see the message as a prospect will see it. Nevertheless, it is relatively rare that such a committee will not undertake to reshape messages that have been—(or should have been)—prepared by a writer whose special qualifications include a sensitive understanding of the market viewpoint.

Under such handicaps it is not surprising that the advertising of those business institutions which concentrate the control and censorship into the hands of a single, qualified individual tends to be superior to that of organizations which believe it necessary for its advertising to run the gauntlet of a committee's action.

The competent copy writer, in the preparation of a message, aims for three goals.

First, a rounded "unity"—in phrasing, in illustration, and in balance.

Second, consistent emphasis on the points of "you-interest" to the reader, as opposed to the "we-interest" of the advertiser.

Third, elimination of all material that does not measurably contribute to reader-interest. He keeps squarely before his eyes the time-honored axiom, "They Don't Want To Read It."

In accomplishing these three goals the copy writer almost inescapably rejects material that is of direct personal concern to one or more individuals on a committee.

A copy writer attending a session called to review and revise copy of his own creation is often at a particularly awkward disadvantage.

It is always easy for someone present, whose pet idea has been neglected or soft-pedaled in the copy, to believe that the copy

writer's efforts in defense of the copy he has submitted are based on personal prejudice—that is, on paternal pride in his own handiwork, rather than on the broader foundation of an experienced understanding of what elements make a message effective.

A critic who believes the copy writer's arguments are wholly personal, if in a position of authority, can do almost incurable damage to an advertisement unless his confrères restrain him. The added phrases he injects, the key-words he changes, the transpositions he demands, and the eliminations he insists upon all co-operate to shatter the unity and continuity of the presentation.

Not merely for the benefit of my fellows in the copy writing guild but equally in behalf of copy of a higher standard of reader-interest, I recommend to all advertising committees the following routine.

In my belief the ideal routine for a committee called upon to pass judgment on advertising copy is rigidly restricted to four functions:

1. To decide whether the advertisement as a whole is sufficiently effective and forceful to justify publication.

2. To pass upon all statements of fact appearing in the copy and to decide all matters of company policy.

3. To report back to the source of the copy all points of copy, layout, and handling which it cannot approve for publication, giving the reasons for such action.

4. To proceed in exactly the same manner upon revised material when submitted.

When a committee steps beyond these functions and, while still in session, sets itself up to revise the advertisement by group-action, all the most damaging effects of committee operation can enter into play to reduce the effectiveness of the advertising.

The ultimate result too often is that the published advertisement is just as unsatisfactory to the committee's membership as was the original copy.

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# Selling Costs of Industrial Companies

HENRY DISSTON & SONS, INC.

PHILADELPHIA, PA.

*Editor of PRINTERS' INK:*

I would like to know what percentage of net sales industrial manufacturers spend for selling. The selling cost should include salesmen, advertising, promotional work, etc.

GEORGE E. HOPF,

*Advertising Manager.*

THE most complete breakdown of distribution costs available is included in the "Analysis of the Distribution Costs of 312 Manufacturers" issued this year by the Association of National Advertisers, Inc. This study was based on figures for 1931 and 1932.

It indicated how difficult it is to arrive at any general average for an industry by a study of the figures of an individual company. To be sure an average can be reached but the analysis showed that each item of cost varies greatly with individual companies.

This bears out a contention that has long been made by PRINTERS' INK which is that it is often dangerous to base individual advertising and sales promotion expenses on general industry figures. At best, industry figures should be used for a control rather than a model.

For instance, if a company finds that its sales costs are 10 or 15 per cent above the industry average, it should investigate to find out if it can bring its costs closer to the average of the other companies. Even in a case like this, however, individual problems may make it necessary for a company, temporarily at least, to spend more to get sales than it is necessary for competitors selling similar products to spend.

How figures will vary among industries is demonstrated by the report. For instance, in 1931 seventeen companies in the building material field showed a direct selling cost of 11.77 per cent in relation to net sales volume. Thirty-five companies in the machinery and tool industry showed a direct selling percentage of 14.61 whereas eleven companies in textiles had a percentage figure of 5.1.

The same variations are shown in advertising. In the machinery and tool field the advertising percentage for the thirty-five companies was 4.38 while twenty companies in iron and steel show a percentage figure of 1.89. These figures are also based on 1931 budgets.

In 1932 budgets we find in most cases the same general percentages holding true although the machinery and tool percentage has dropped to 3.91 for advertising and to 13.14 for direct selling.

It is interesting in studying this report to note the total distribution costs in relation to net sales volume. The figures for a few industries follow:

Building Materials (eight companies)—25.25; Iron and Steel (thirteen companies)—20; Machinery and Tools (fifteen companies)—22.41; Transportation Equipment (ten companies)—13.96.

In all fields there was a tendency to drop the percentage figures on both advertising and direct selling during the period covered by 1931-1932. If it were necessary to give a general average for all industry it would run around 20 per cent for total distribution costs with advertising running somewhere between 2 and 2½ per cent and direct selling around 9½ per cent.—[Ed. PRINTERS' INK.]

## Hovey with Sieck

Harrold K. Hovey has joined H. Charles Sieck, Inc., Ltd., Los Angeles advertising agency, as account representative.

## Now Stevens, Inc.

Stevens, Palmer & Stevens, Inc., Grand Rapids, Mich., advertising agency, has changed its name to Stevens, Inc.

# Give Us Advertising, Dealers Ask

THOSE manufacturers who think that retailers as a class are not responsive to advertising and have a distorted view as to its place in the distribution scheme, will be agreeably surprised and not a little encouraged when they read a resolution that was adopted by the New York State Shoe Retailers Association at a recent convention in Albany.

Here is the resolution that was passed:

Resolved, that this association views with apprehension and regret the withdrawal from the shoe business publications of the advertising of so great a number of shoe manufacturers and others from whom we purchase our merchandise. Not only, in our opinion, should the shoe manufacturers, both from a standpoint of accepted business enterprise and also to evidence their appreciation of the faithful services of our trade papers all through the business depression, resume and continue their

advertising, but we feel that they are duty bound, because of the contention of the President and NRA that advertising will do more to defeat the depression than any other one factor, to even increase their programs of trade publicity. And be it also

Resolved, that we urge our members and all shoe merchants wherever located to also make increased use of advertising, particularly in the newspapers, to help make the public shoe-conscious and appreciative of the law of economics that cheaply made shoes of inferior materials are the most expensive to purchase, also as a means of starting buying on the part of those who have money but because of evident fear of further calamity have, we believe, hoarded it even to the extent of doing without many necessities of life, among which articles of clothing, particularly shoes, have been most conspicuous.

Really, we are getting along.

## Elbert H. Baker

ACTIVE in the direction of the Cleveland *Plain Dealer* since 1898, Elbert H. Baker, its chairman of the board, died at that city last week, following an abdominal operation. He was seventy-nine.

He had been with the Cleveland *Leader* and *Herald* previous to his appointment as business manager of the *Plain Dealer* in 1898. In 1906 Mr. Baker assumed complete direction as editor and publisher, becoming president of the publishing company in 1920. He was

made chairman three years ago.

From 1912 to 1914, Mr. Baker was president of the American Newspaper Publishers Association. He had been a director of the Associated Press since 1916.

His widow and four children survive him: A daughter, Mrs. Louise Hastings, Elbert Hall Baker, Jr., and Frank Smith Baker, joint owner with his father of the Tacoma *Ledger* and *News-Tribune*, and Alton Fletcher Baker, publisher, Eugene, Oreg., *Guard*.

### New Trucking Publication

*Truck Transport* will start publication with a November issue. E. J. Hyland is publisher. Offices are at 203 N. Wabash Avenue, Chicago.

### With Toronto "Globe"

W. E. McCormick, formerly with R. H. Macy & Company, New York, has joined the advertising staff of the Toronto *Globe*.

### Adds Chain Shoe Store Account

London Character Shoes, Inc., New York, chain stores selling men's shoes, has appointed Fertig, Slavitt & Gaffney, Inc., New York, as advertising counsel.

### Ludy Joins WIBW

Ben Ludy, formerly with the Coolidge Advertising Company, Des Moines, Iowa, is now on the staff of WIBW, Topeka, Kans.



## A MARKET OF TEN MILLION HOMES in an area the size of Oregon

Ten million homes—the most responsive, highly-concentrated market in the world—packed into an area the size of Oregon. That is what Great Britain offers to the enterprising advertiser!

In Britain buying-power is still high. The market for goods of all kinds is steadily improving. Distribution is simple. The whole country is covered by the national press—one of the most economical and thorough selling forces in the world.

The "Daily Herald"—with a certified net daily sale of over two million copies—gives coverage over the whole of Britain. The advertisement rate per 1,000 readers is the lowest of any national British newspaper. Almost every famous British advertiser has used or is using the "Daily Herald" for his advertising.

If you are thinking of entering the British market, the "Daily Herald" will form an essential part of your advertising schedule. Full information on rates, distribution, etc., from: Arthur Phillips, Advertisement Director, "Daily Herald," 67, Long Acre, London, W.C.2.

**CERTIFIED NET SALES OF THE  
DAILY HERALD  
Exceed 2,000,000  
COPIES DAILY**

# What Are the Fifteen Best Books on Advertising?

PRINTERS' INK Readers Send in More Nominations for a Two-Foot Shelf

[As was to be expected, the readers of PRINTERS' INK have co-operated heartily in helping to determine the books that belong on the two-foot shelf of an advertiser. A number of lists have been received and others are coming in. It is still not too late for any subscriber who has his favorite books to nominate them for their place among the élite fifteen.]

THE NEW YORK TIMES  
NEW YORK

*Editor of PRINTERS' INK:*

I am suggesting a diversified list of fifteen advertising books:

Introduction to Advertising, by Arthur J. Brewster and Herbert H. Palmer. Revised edition, McGraw-Hill Book Company, New York.

Advertising, Its Economics, Philosophy and Technique, by Herbert W. Hess. J. B. Lippincott Company, Philadelphia.

Careers in Advertising, edited by Alden James. The Macmillan Co., New York.

Publication and Advertising Agency Problems, by Albert Jerome Sloman. Lloyed Publishing Company, New York.

Principles of Selling, by H. K. Nixon. McGraw-Hill Book Company, New York.

Population and Its Distribution, edited by J. Walter Thompson Company. Harper Brothers, New York.

Art of Writing Business Letters, by Matthias Adam Shaaber, New York. Houghton, Mifflin Company, Boston, Mass.

Letters—The Wings of Business, by S. R. Stauffer. Revised edition. Published by the author, Minneapolis, Minn.

Retail Advertising, by Amos Parrish and Burt MacBride. Revised edition. Alexander Hamilton Insti-

tute, New York. Sold only to educational institutions of collegiate rank.

Me, Triumphant, by Jack Klein. B. C. Forbes Publishing Co., New York.

Lay-out of Advertisements, by Reginald H. W. Cox. Isaac Pitman & Sons, New York.

The Advertising Appropriation, by A. E. Haase and Floyd Y. Keeler. Harper & Brothers, New York.

More Profits from Advertising, by Kenneth M. Goode and Carroll Rheinstrom. Harper & Brothers, New York.

Advertising Copy—How to Make It Pull, by Robert Ruxton, Chicago. Dartnell Corporation, Chicago, Ill.

Advertising and Its Mechanical Production, by Carl Richard Greer. Thomas Y. Crowell Company, New York.

I should not like to say that these are the fifteen most meritorious books, but they appear to be worthy of consideration.

LOUIS WILEY,  
*Business Manager.*

\* \* \*

MITCHELL-FAUST ADVERTISING CO.  
CHICAGO

*Editor of PRINTERS' INK:*

I wouldn't attempt to name more than two—they are basic. "The Book of Reason Why," by John E. Kennedy, and "Scientific Advertising," by Claude C. Hopkins.

PAUL E. FAUST.

\* \* \*

THE AMERICAN ROLLING MILL CO.  
MIDDLETOWN, OHIO

*Editor of PRINTERS' INK:*

I am glad to give you this list of books, which, in my judgment, are indispensable to any advertising library:

The Advertising Handbook—S. Roland Hall.

Copy Technique in Advertising—Surrey.

Advertising Production Methods—Dippy.

Copy—Metzger.

Advertising Copy—Herrold.

Psychology in Advertising—Poffenberger.

Economics of Advertising—Vaile.

Advertisement Writing—Russell.

The History and Development of Advertising—Presbrey.

This Advertising Business—Durstine.

Making Advertisements and Making Them Pay—Durstine.

More Profits from Advertising—Goode-Rheinstrom.

Turning People Into Gold—

The Written Word—Batten, Goodrich & Toogood.

Tested Advertising Methods—John Caples.

WM. E. MCFEE,  
Chief Copy Writer.

\* \* \*

COLLIER ADVERTISING SERVICE, INC.  
NEW YORK

Editor of PRINTERS' INK:

Examining list after list of "Advertising's Fifteen Best Books," I sought in vain the name of a manual on copy, the brass-tacks contents and work desk practicability of which are deserving of a gem-studded cover. First coming across it in a second-hand store (yes, I'm Scotch), thumb-marked and under-scored by some diligent, unknown student, I acquired it for a fraction of its gold-standard value and have kept it within arm's-reach ever since:

Copy—By Geo. P. Metzger.

W. H. LAUGHLIN.

\* \* \*

WILLIAMS, LAWRENCE &  
CRESMER CO.

DETROIT, MICH.

Editor of PRINTERS' INK:

In your current issue of PRINTERS' INK you ask for a list of fif-

teen books on advertising. Any such list would cause so much dispute as to what should be included that you might have to call out the Reserves, but there are two which should not fail to be there—Frank Presbrey's "History and Development of Advertising," which gives the student a better background than any other, and then one which is very old, although it may have since been revised—Daniel Starch's excellent treatise. If one could get a bound volume of the leaflets that the Bureau of Advertising of the A. N. P. A. has been putting out in the last two years it would be an excellent work on newspaper advertising.

One other suggestion, "My Life in Advertising," by Claude Hopkins, could well be included for the personal element it offers.

THOMAS O. EICHELBERGER.

\* \* \*

INDIANAPOLIS, IND.

Editor of PRINTERS' INK:

In accordance with your request for suggested lists of the fifteen best books on the subject of advertising, I am enclosing a list of books which I believe Mr. A. H. Guertin could use for his Y. M. C. A. advertising class.

The following list of books dealing with the various phases of advertising has been recommended by the writer to a college chapter of a national advertising fraternity, of which he is sponsor:

Manual of Modern Advertising, by K. M. Goode.

Outline of Advertising, by G. B. Hotchkiss.

Masters of Advertising Copy, edited by J. G. Frederick.

Careers in Advertising, edited by Alden James.

Facts and Fetishes in Advertising, by E. T. Gundlach.

Industrial Advertising Copy, by R. B. Lockwood.

Copy Technique, by Richard Surrey.

Tested Advertising Methods, by John Caples.

My Life in Advertising, by Claude C. Hopkins.



## **FIRST IN ADVERTISING LINEAGE**

For the past three and one half years MoToR has led all automotive publications in number of advertising pages carried.

The record for the first seven months of 1933 is—

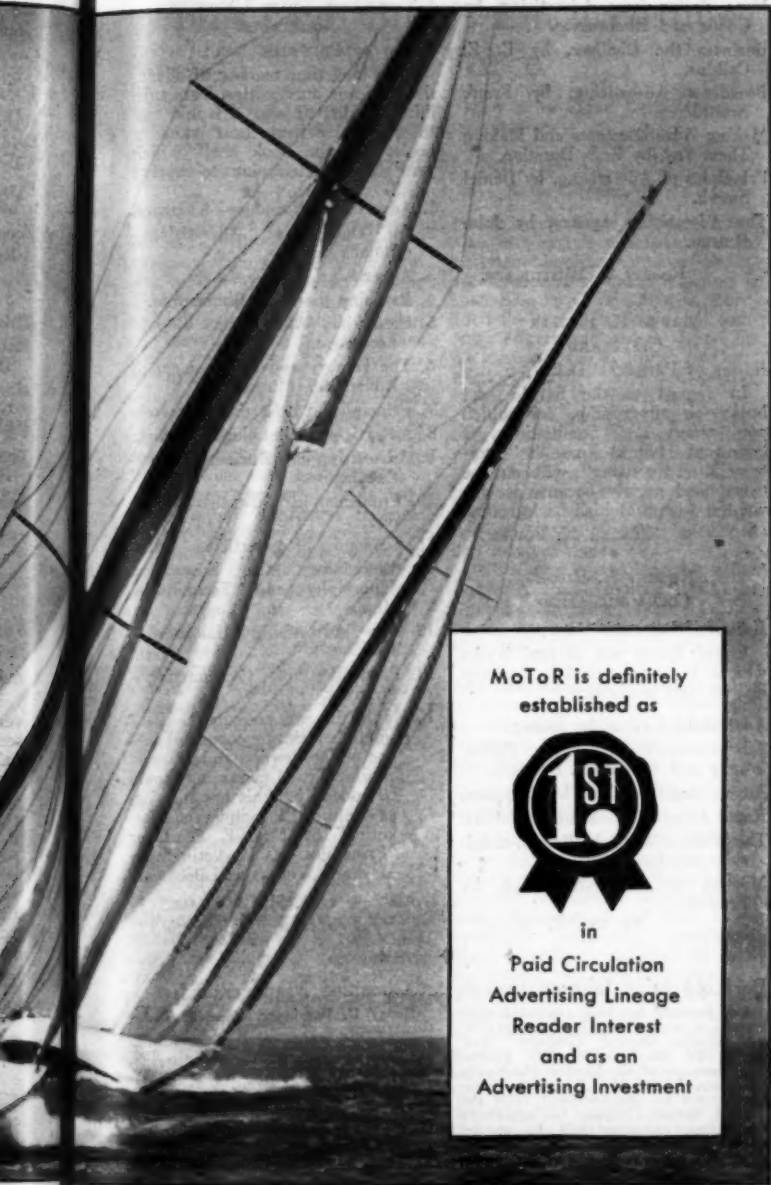
MoToR . . . . .	500 pages
Second Publication . . .	437 pages
Third Publication . . . .	331 pages
Fourth Publication . . . .	304 pages

Such LEADERSHIP means the most effective and economical sales medium.

# **MOTOR**

***The Automotive Business Magazine***





MoToR is definitely  
established as



in  
Paid Circulation  
Advertising Lineage  
Reader Interest  
and as an  
Advertising Investment

More Profits from Advertising, by Goode and Rheinstrom.

Business the Civilizer, by E. E. Calkins.

Broadcast Advertising, by Frank Arnold.

Making Advertisements and Making Them Pay, by R. S. Durstine.

Principles of Advertising, by Daniel Starch.

The Advertising Agency, by John Benson.

ROBERT T. WHITCRAFT.

\* \* \*

MARSH K. POWERS

CLEVELAND

*Editor of PRINTERS' INK:*

In regard to the fifteen best books on advertising, for which you asked for nominations, I hope that Thomas Russell's "Commercial Advertising" will not be overlooked merely because it was written with a British background.

MARSH K. POWERS

\* \* \*

EUGENE R. RISON

COLUMBUS, OHIO

*Editor of PRINTERS' INK:*

Listed below are several books which I have found extremely helpful and interesting:

Advertising Layout, by Young.

Advertising—Its Economics, Philosophy and Technique, by Hess.

Advertising Procedure, by Kleppner.

Retail Advertising—Kenneth Collins.

The Written Word, by Batten, Goodrich and Toogood.

Masters of Advertising Copy, by Frederick.

EUGENE R. RISON.

★ ★ ★

### Berthold Joins Johnson Bronze

Lee Berthold has been appointed sales promotion and advertising manager of the Johnson Bronze Company, New Castle, Pa. He was formerly general sales manager of the Loudon Machinery Company. Under Mr. Berthold's direction, states an announcement from the Johnson Bronze Company, an aggressive advertising campaign will be started immediately to broaden the diversified application of the company's products throughout industry.

### THE OHIO STATE UNIVERSITY COLUMBUS

*Editor of PRINTERS' INK:*

As a long time teacher of advertising in our universities, I am submitting a list of what I would feel to be the fifteen most valuable books for the book shelf which your correspondent plans to supply:

1. Advertising Procedure—Kleppner.  
2. An Outline of Advertising—Hotchkiss.

3. Advertising Media—Agnew.

4. Psyching the Ads—Rheinstrom.

5. Industrial Advertising Copy—Lockwood.

6. The History and Development of Advertising—Presbrey.

7. Principles of Advertising—Starch.

8. Advertising to Retailers—Burdick.

9. Advertising as a Business Force—Cherington.

10. Problems in Advertising—Borden.

11. Economics of Advertising—Vaile.

12. Advertising, Its Economics, Philosophy and Technique—Hess.

13. The Advertising Handbook—Hall.

14. Economics of Consumption—Nystrom.

15. As the fifteenth book on the list, I would certainly recommend that one of the newer standard texts in principles of marketing should be added. For this I would suggest either "Principles of Marketing" by Fred E. Clark or "Principles of Marketing" by Maynard, Weidler and Beckman.

H. H. MAYNARD,

*Professor of Marketing.*

### Classified Managers Elect

Henry B. Barringer, classified advertising manager of the New York *World-Telegram*, has been elected president of the New York City Classified Advertising Managers Association. He succeeds C. M. Carroll of the New York Times, resigned.

Mr. Barringer will fill the unexpired term resulting from Mr. Carroll's resignation to take up his duties as president of the National Classified Advertising Managers Association.

# This Club Builds Enthusiastic Sales Force

It Is a Select Fraternity of Honor Men Who Have Demonstrated Abilities Beyond the Ordinary

By John H. Knapp

Vice-President in Charge of Sales, Norge Corporation

UNDER NRA, business is patriotically "upping" wages, shortening hours, adding employment to get the economic machine off dead center. Increased production has been possible because distributive inventories in all lines have been so depleted by the depression. But progress after such priming rests entirely with the consumer.

Unless consumers use new-gained wages for the enjoyment of goods, manufacturers will be unable to continue what they have started.

Increasing consumption of bare essentials will not cause business upswing. Recovery depends upon the extent to which the public can be induced to buy the comforts, conveniences and luxuries which turn existence into real living. It is the new automobiles, electric refrigerators, oil burners, gas ranges, radios, and a long line of other such products, upon whose increased consumption the continuing ability to employ and pay wages generally depends. Recovery rests, in the final analysis, upon how effectively the retail salesman induces the consumer to buy new things.

There has been no depression of desires. They have in fact increased, because with shortened buying power, the average consumer has not been able to satisfy as many of them as during normal times. Business upswing will consequently bring the biggest competitive scramble for the consumer dollar we have ever witnessed. The part each company gets is up to its retail salesmen on the firing line. They hold the crucial position.

A company must necessarily invest in advertising and promotion because preferred impression is a prerequisite to all successful selling. But unless the retail sales organization is *inspired* to turn the

maximum amount of this impression into actual purchase, the investment becomes wasted or invalidated and company position is lost. The retail salesman is, therefore, the real custodian of all company efforts and assets. Upon his performance the ability to produce, employ, pay dividends and enlarge the standard of living rests.

While we are redesigning products, analyzing markets, revising prices, changing policies and practice to conform to the requirements of the new economic order, we should not neglect human engineering. Salesmen must be trained and inspired anew.

With chiseling ruled out under NRA, selling emphasis will be shifted from price to value. Order-taking methods, to which salesmanship had largely devolved during the price régime, must change to real salesmanship. Salesmen must be trained to dramatize values and to sell vital product advantages, compared with competition. New training is necessary.

## *Depression Has Developed Negative Attitude*

Likewise the relation between sales accomplishment and effort became so distorted because of depression resistances that salesmen were disheartened and have often developed inferiority complexes. Many companies, panicked by falling volume, cut salesmen's incomes, demanded superhuman effort and whipped organizations into a lather of discouragement. It is small wonder that many show negative attitudes toward company, product and executive personnel. And negative salesmen cannot deliver positive results. There is need for reconstruction of mental attitude.

A salesman is not a machine. He

# Watch the Wheels in 1934

"Wheels—to you," says one of the large motor makers for 1934. At least this one, and it is rumored several others, are doing things to the wheels of their automobiles never before attempted in this country.

Why all this activity in wheels? Because these makers are of the *Merchandisingly Alert*. They know if their cars are to be advertised and sold successfully, they must have something that will make consumers want to buy.

Probably wheels will play a most prominent part in automobile advertising next year.

And so it is in many industries. Manufacturing and design are fitted to merchandising. And thus the *Merchandisingly Alert*

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are so frequently the leaders in almost every industry.

In the motor firm first mentioned as doing so much with its wheels, there are among the regular readers of the PRINTERS' INK Publications a First Vice President, General Sales Manager and Sales Promotion Manager. In another suspected of doing things with its wheels there are regularly reading the PRINTERS' INK Publications the President, a Vice President, the Treasurer, two Directors of Advertising, the General Sales Manager, and altogether 15 readers.

In fact, the whole motor industry comes close to being included among the *Merchandisingly Alert*—at least those who did 94.92% of the advertising last year, and all but 4 of the firms that constitute accounts of any importance.

is a human being with the same hopes, loves and ambitions that company executives have. He is ruled by feelings as well as by facts. We've fooled around with his head so much that we have almost forgotten his heart. Without solid, permanent inspiration all sales training really is relatively valueless.

It is my feeling that the average salesman has been more considerate of his company, than it of him. Fair treatment works both ways. I don't mean a company should go soft nor do I mean it should kid its retail organization. Inspiration, as I see it, is a permanent feeling of happy comradeship, pride and appreciation in being identified with an enterprise that makes a salesman progressively dissatisfied with every record attained and eager to climb to some new achievement for the sake of the consumer, the company, his family and himself.

Inspirational methods have been too ephemeral and too entirely mercenary in the past. They have usually been hooked up to some high-pressure contest, some bogey, some flash-in-the-pan fervor. Much of the carryover which they began to generate is thrown away after the affair is over. The comradeship, the rivalry, the recognition, the verve are too often lost. There is a mistaken impression that inspiration cannot be held long at a peak; actually, it is a continuous necessity.

What drives a man on to new peaks of performance? Wide observation of thousands of salesmen has convinced me the essentials are these; (1) Remuneration, (2) fraternity, (3) recognition and (4) aspiration.

In addition, of course, the salesman must represent a good company and sell a superior product in a good market and be well trained. Leave any of these essentials out and the fullest measure of sales performance is not achieved.

In 1932, Norge campaigned a sales drive, temporary in nature, which resulted in the enlistment of 7,000 retail salesmen, increased Norge sales 460 per cent, reversed

the customary seasonal slump which the industry had grown to accept. The men became so inspired, they disliked seeing the contest end.

The more we studied the matter, the less excuse we could find for considering inspiration as solely a temporary requirement. If, behind our special drives, we could organize some form of permanent



John H. Knapp

inspiration, we would be able to conserve the emotional carryover of each contest and, as well, we would have a means to accelerate special spurts fast.

We took a year to analyze the basics of behaviorism, the enduring appeals to salesman's emotions and the framework upon which a program should rest. The outcome has been the organization of the Norge Viking Club, a national organization of leading salesmen, selective in nature and permanent in form, which has already aroused many sales benefits since its inception in January, 1933.

It is not a club for an "in-and-out" salesman. It is a select fraternity of honor men who have demonstrated abilities beyond the ordinary. So far, over 750 Vikings have received certificates of membership and insignia. Enthusiasm is mounting. Throughout the nation, a great percentage of the 10,000



Norge retail salesmen are bending every effort to win Viking honors and the special emoluments such membership affords.

Instinctively we are all hero worshippers. Just like the young boy hopes to be a Dempsey or a Balbo, so worth-while salesmen aspire to be as good or better than leading salesmen with whom they are associated. Put a pace setter in a pack and every real salesman will exhaust himself trying to keep up or beat him. And thus thrill of aspiring is as real an incentive as any other form of compensation.

#### *Act as Pace Setters*

So the Viking Club is a select organization of pace setters which all Norge salesmen respect and imitate. The responsibility of the Viking in keeping ahead and the stimulation provided the average salesman to equal and surpass, so that he too may enjoy Viking benefits, creates a permanent interest on the part of all toward better sales performance.

Likewise, instinctively we are

fraternal. We find our greatest inspiration and do our best work when impelled by the group. The Norge Viking Club is organized to gain full advantage from fraternity. Certain divisions and degrees of membership are provided to give everyone recognition and incentive.

When a Norge salesman's performance has qualified him, he becomes a Viking and is awarded a certificate of membership and a pin which he proudly wears. It means as much and looks as well as any other fraternal pin. Such membership is awarded by a board of governors, made up of leading factory executives, and only upon a sales record which has been authenticated.

The Viking knows, therefore, that he has captured the attention of everyone from Howard E. Blood, president, down. Knowing that he is being watched by those above and below him, he quickens his sales pace and, performing well, is made a Viking chieftain which entitles him to awards which provide permanent recognition and en-

## ECONOMIZE ON WORRY

### over shipping time

► New, faster Air Express Schedules now enable you to make delivery "first thing in the morning" to points as far from New York as Salt Lake City, Omaha and Denver. 4¾ hours to Chicago, 22 hours to the Pacific are typical of the direct-by-air runs linking 85 principal cities over the country's leading air lines. Supplemental rail connections extend this service to more than 23,000 other

Railway Express Agency points. Low rates include pick-up and delivery in leading cities, as well as liability up to \$50.00 on shipments of 100 pounds or less. Duplicate receipts are an added safeguard and give a definite record of time of shipment and delivery. Call your nearest Railway Express Agent for rates and the new, high-speed schedules.



**AIR EXPRESS**  
DIVISION OF  
**RAILWAY EXPRESS AGENCY**

INCORPORATED

large his prestige among associates and friends.

Perhaps the greatest driving force is a man's ego. The chance to build it up calls out superlative performance. Anything that belittles it is like throwing water on a fire. To be recognized as important, to be hailed as a leader, to be known for one's excellence; these are the inspirational motives behind all heroics. All governments recognize that and establish medals of valor for which soldiers valiantly strive. And so Viking insignia provides recognition of valiant gallantry in sales action which the salesman proudly wears.

And when the Viking chieftain is awarded his watch or diamond ring he has a means of proving to his wife, sweetheart, business associate and friends that he is no common man.

Founding the Viking Club on these basics of behaviorism, it provided such an inspirational force that we soon saw it could not be confined alone to retail salesmen.

Viking divisions were added to put the entire organization in step. Now we have the Jarl Lodge, for retail salesmen and dealers acting as their own salesmen; the Volsung Lodge, for apartment house and quantity salesmen; the Thrym Lodge, for distributor's wholesale men; the Ymir Lodge, for distributor and factory representatives and executives; all subject to commensurate qualifications and awards. Inspiration is thereby thoroughly coordinated.

The club name symbolizes the intrepid bravery of old-time adventurers who dared everything to achieve. The various lodge names symbolize the regeneration of mythological characters who strove valiantly and well.

Thus we have set up a permanent inspirational force to which all factors of distribution are coordinated. Achievement is not a signal for a let down. It is a challenge to do something greater; not only for the money but for the recognition it will bring.

### Schenley Adds to Sales Staff

Two appointments have been made to the sales staff of the Schenley Distillers Corporation, New York, distiller of Golden Wedding, Belle of Anderson, James Pepper and other brands of whiskey, according to W. T. Palmer, general sales manager.

Arthur W. Sullivan, who becomes metropolitan division manager, was formerly sales executive in the Socony Vacuum Corporation after serving the Vacuum Oil Company as its first advertising manager. At one time he was vice-president of the former Joseph Richards Company, advertising agency.

Victor Bowman, who becomes general field supervisor of the entire country, has been sales manager of the Pacific Mills, Lawrence, Mass. He formerly was general sales manager of the Denison Manufacturing Company, Framingham, Mass.

### Illinois Sales Tax Applies to Publishers

In a special ruling issued last week the Illinois Department of Finance holds that gross receipts from subscriptions providing for the delivery of newspapers, magazines or periodicals from publishers in Illinois to users in Illinois, are subject to the State's 2 per cent sales tax. Receipts from subscriptions where publications are delivered to points outside of Illinois are declared exempt, "as these transactions constitute interstate commerce."

### G-E Refrigerator Appointments

M. F. Mahony, with the electric refrigeration department of General Electric Company, has resigned as manager of the merchandising division to organize his own sales campaigns and merchandising service. The new service will be called Mahony and Company, with headquarters in the Caxton Building, Cleveland.

The merchandising division as such has been discontinued. Campaigns and contests as well as activities of the G-E Kitchen Institute, sales conventions and field meetings become a part of the sales promotion division, directed by W. J. Daily.

A. L. Scaife, of the merchandising division, has been named manager of a newly created retail division and will be in charge of sales training.

R. C. Cameron has been appointed assistant to the manager and Paul Dow has been promoted to director of the G-E Kitchen Institute. Messrs. Scaife, Cameron and Dow become members of the national sales committee.

### With Keating Company

William C. Cummings, formerly with the sales staff of The Holmes Press, Philadelphia, has resigned to join the sales staff of The Keating Company, of that city, greeting cards and steel plate printing.

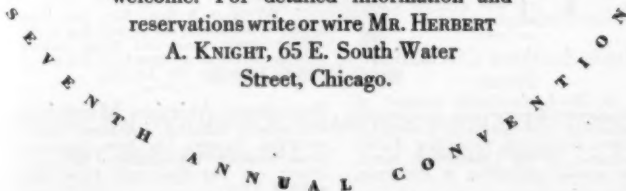


# *The Advertising Typographers of America*

are pleased to extend a cordial invitation to all Advertising Typographers throughout the country, whether they are members or not, to meet with them at their Seventh Annual Convention to be held at the Palmer House, Chicago, on October 24, 25, 26 and 27, 1933.

• • •

This year the Convention has an even more than ordinary importance—such vital subjects as the National Recovery Act, Shop Methods, Cost Accounting, etc., will be competently and fully discussed. In addition the features of the United Typothetae Convention held at the Palmer House at the same time and A Century of Progress will provide additional worth. You'll be genuinely welcome. For detailed information and reservations write or wire MR. HERBERT A. KNIGHT, 65 E. South Water Street, Chicago.



## Win Dairy Advertising Awards

**A**WARD winners in the advertising exhibit of the International Milk Dealers Association, on display at the association's convention at Chicago were:

Large space newspaper: First prize, Gridley Dairy Co., Milwaukee, and Freeze-Vogel-Crawford, Inc. Honorable mentions to Borden's Farm Products Co., New York, and McCann-Erickson, Inc.; Dairymen's League, New York; and Midwest Dairies, Inc., El Paso.

Small space newspaper: First, Walker-Gordon Laboratory, Inc., Plainsboro, N. J. Hon. men. to Abbott Dairies, Inc., Philadelphia, and Richard A. Foley Advertising Agency; Mistletoe Creameries, Inc., San Antonio, and Tracy-Locke-Dawson, Inc.; and Borden's Farm Products Company, Chicago, and Charles H. Touzalin Agency.

Rotogravure: First, Borden's, Chicago and the Touzalin Agency. Hon. men. to Adohr Creamery Co. and Lord & Thomas.

Outdoor: First, Mistletoe Creameries, Inc., and Tracy-Locke-Dawson, Inc. Hon. men. to Borden's, New York, and McCann-Erickson, Inc., and Adohr Creamery Co. and Lord & Thomas.

Circulars: For milk, first to Adohr and Lord & Thomas, with hon. men. to Dairymen's League, and Abbotta Dairies, Inc., and the Foley agency. For cream, first to Borden's, Chicago, and the Touzalin Agency, with hon. men. to Dairymen's League. For cottage cheese, first to Borden's, New York, and McCann-Erickson, Inc., with hon. men. to Dairymen's League. For buttermilk, first to Pevely Dairy Co., St. Louis, with hon. men. to Lansing Dairy Company, Lansing, Mich. For butter, first to Abbotts Dairies, Inc. For miscellaneous circular, first to Adohr, with hon. men. to Bowman Dairy Co., Chicago, and Sheffield Farms, Inc., New York, and N. W. Ayer & Son, Inc.

Institutional booklet: First, Express Dairy Co., Ltd., London. Hon. men. to Abbotts Dairies, Inc.

Store cards: First, Mistletoe Creameries, Hon. men. to Borden's, Chicago, and Sheffield Farms, Inc., New York.

Car cards: First, Wieland Dairy Co., Chicago. Hon. men. to Borden's, New York, and McCann-Erickson, Adohr and Gridley Dairy Co.

Co-operative campaign: First prize to Milk Foundation, Chicago. Hon. men. to Dairymen's League, New York.

## Blue Eagle Certificate for 300

**F**OOD retailers must be able to acquaint housewives with the names of manufacturers entitled to the Blue Eagle. The manufacturers face a difficulty in supplying the thousands of retailers with the necessary evidence.

The problem has been solved by the Associated Grocery Manufacturers of America. To comply with the NRA ruling that manufacturers

supply distributors with a certificate showing their compliance with NRA, the association has prepared a group certificate.

This lists the names of about 300 manufacturers who distribute more than a thousand well-known brands of food products. The group certificate is being circulated among more than 400,000 distributors of grocery and food products.

### Holihan Has Own Business

R. J. Holihan has started an advertising service at 2970 West Grand Boulevard, Detroit. He will also act as Detroit representative for the A. D. Joslin Manufacturing Company, Manistee, Mich., displays. Mr. Holihan was formerly manager of the direct-mail department of the Cadillac Motor Car Company, and later was with the Campbell-Ewald Company.

### Heads Southern Circulation Group

E. D. Hood, circulation manager of the Savannah Morning News, was elected president of the Southern Circulation Managers Association, succeeding Hubert E. Johnson, of the Chattanooga News, at its annual convention in Pensacola, Fla.

### Turnbull Joins Tuttle

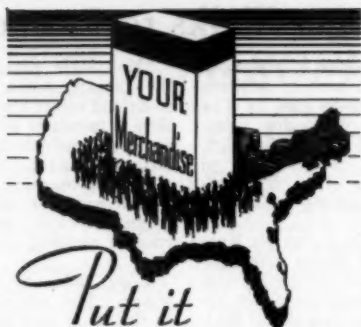
Bevis W. Turnbull has become associated with W. P. Tuttle, advertising, merchandising counsel, Montreal. Mr. Turnbull was formerly an executive of the Ronalds Advertising Agency.

### Ayer Appointed

N. W. Ayer & Son, Inc., has been appointed to handle the advertising of the Fleischmann's Yeast and Royal Baking Powder divisions of Standard Brands of Brazil, Inc., Rio De Janeiro.

### Represents Aviation Magazines

Lawrence Mitchell, publishers' representative, Boston, has been appointed New England representative of *Aero Digest* and *The Sportsman Pilot*, both of New York.



## WHERE THE BUYERS ARE!

Everywhere, the NRA urges the employment of more men in more jobs... "put men back to work, and bring back prosperity."

Purchasing power is being increased, and with it the demand for goods—*your goods!*

But do you have your merchandise where it can easily be purchased? Dealers' stocks are low... jobbers' stocks are low... and you can't get orders if you can't make delivery!

Consider the "A. W. A. Plan." The American Warehousemen's Association distribution service covers the country... it will actually *improve* your service to your customers... yet *confine your expenses* to the volume of goods moving... and thus *reduce* your distribution costs!



Our 32-page booklet explains the plan in detail... tells how hundreds of nationally-important manufacturers (and many smaller firms) make use of A.W.A. service. Write today for your free copy.



Store and distribute your merchandise through A. W. A. warehouses in any or all of 189 principal American cities. These warehouses will receive your merchandise in carload or less-than-carload lots... store it until needed by wholesalers,

dealers or users... then deliver it where it is wanted. In effect, these warehouses become your branch house in each city you select... storing and distributing your goods... handling your orders... keeping in touch with you through daily stock reports.

Such a distribution system is cheaper—yet more efficient!—than operating your own branch. It gives you better "branch house service"—but no lease, no labor pay-roll, no fixed expense! You pay on a "piece work" basis only, for goods actually stored or distributed.

### AMERICAN WAREHOUSEMEN'S ASSOCIATION

2097 Adams-Franklin Bldg.

Chicago, Illinois

# Kroger Talks to Farmers

WITH full-page farm-paper advertising, another addition is made to the media used by The Kroger Grocery & Baking Company, Cincinnati. The campaign, for the present, is restricted to Ohio, where the chain is represented in every county by one or more stores.

In discussing the campaign, Kroger refers to a recent investigation among twenty-five county seat Chambers of Commerce which revealed that 45 per cent of all business done in these communities is obtained from outlying farm residents. Kroger aims to make a stronger drive for this business. In addition, it is anticipated that the campaign will be a great help in overcoming antipathy to chain-store operation.

"No single group of persons," the company states, "is more eager to defend something which they believe is favorable to them, or attack something which they believe is unfavorable, than the farmer."

A supplementary but important objective of the farm-paper campaign, therefore, will be its influence in molding favorable legislation.

Copy talks the farmer's language. The initial advertisement in the series is a personal message from Albert H. Morrill, president. Informally, he asks: "May I pull up my chair for a little chat about Ohio, Kroger and You?"

The company is supplying its Ohio units with blow-ups of every advertisement for posting in door windows on date of publication.



## New Boston Business

Huber and Creeden is a new advertising business organized at Boston, with offices at 45 Newbury Street, by E. J. Huber, Jr., and Leo F. Creeden.

Both previously were with the P. F. O'Keefe Advertising Agency. Mr. Huber largely has devoted himself to merchandising and creative work. Mr. Creeden has been engaged primarily as a sales counsellor.

Members of the staff are: J. S. Griffin, in charge of product and research; David P. Bond, who formerly conducted his own art studio, and Eugene T. Sullivan, account executive.

## Building Paper Adds to Staff

Frederick S. Wayne, for many years Western manager of *Iron Age*, has been appointed Western manager of *Building Modernization*. W. Howard Mills, formerly vice-president of Frank T. Day, Inc., Boston advertising agency, has been appointed New England manager.

## Castle Films to Ayer

Castle Films, New York and San Francisco, producer and exhibitor of business motion pictures, has appointed N. W. Ayer & Son, Inc., to handle its advertising. Consumer and business papers will be used.

## Kimball's Nephew Selling

Don A. Gleason, nephew of Fred Kimball, who has been learning the business in the New York office of Fred Kimball, Inc., publishers' representative, has been made a salesman in that office.

## Three Firms Join A.N.A.

The Florsheim Shoe Company, Chicago, and The General Shoe Corporation, Nashville, Tenn., have joined the Association of National Advertisers, Inc.

Harold S. Florsheim, vice-president and secretary, will represent his company in the association.

C. P. Clark, vice-president of General Shoe, will be his company's representative.

Princess Pat, Ltd., Chicago, manufacturer of the Princess Pat line of beauty products, has also become a member of the Association of National Advertisers. Mrs. M. M. Gordon, president of the company, will represent it.

## Now Cleary Advertising Company

The Comrie & Cleary Company, Inc., Chicago advertising agency, has been reorganized as the Cleary Advertising Company, Inc. David D. Cooke, in charge of service in the Chicago office of the former George L. Dyer Company, is president. William J. Cleary, continues as secretary and treasurer. A. T. Shea is vice-president.

## With Lorenzen & Thompson

The Hattiesburg, Miss., *American* has appointed Lorenzen & Thompson, Inc., as its national advertising representative.

T. F. Flynn, for many years with The Beckwith Special Agency, has joined the New York staff of Lorenzen & Thompson.

## Code Costs and Associations

SEIDMAN & SEIDMAN  
NEW YORK

Editor of PRINTERS' INK:

Your September 14 issue contains an interesting article on pages 26 to 28 entitled "The Association's Non-Member Problem—A Possible Solution."

It seems to us, however, that the problem is really non-existent. Many of the approved codes provide that non-members are required to pay a *pro-rata* part of the cost of code administration in the same manner and to the same extent as members. As illustrative of these provisions, see Article IX (4) of the Hosiery Code, Article 8(e) of the Corset and Brassiere Code, and Article 8 of the Coat and Suit Code.

There is a distinction between the Association in its role as Association and in its role as proponent of a code. In the former, the jurisdiction of the Association is coterminous with its membership. In the latter, however, the Association represents the industry, and the codes can be applicable to the entire industry.

There seems to be no deterrent, therefore, in providing for assumption of code costs by the entire industry. At least the Administration recognizes no such deterrent, if some of the approved codes may be accepted as a criterion.

J. S. SEIDMAN.



### Appoint Reese Agency

M. Kargere, New York representative of the Paris house of that name, has appointed Thomas H. Reese & Company, Inc., New York, as advertising counsel. This concern imports gowns, lingerie and laces.

Chea Ninon, Inc., New York, importer of gowns, has also appointed the Reese agency. Newspapers, class magazines and direct mail will be used on both accounts.

### Death of J. E. Kilpatrick

Jay E. Kilpatrick, for many years New York representative of Corday & Gross, Cleveland, died at Short Hills, N. J., recently. More recently he served as co-founder, vice-president and director of Outserts, Inc., New York.

## GROPING A BIT?

*Who isn't!*

But you don't need to be ashamed of admitting it, these days.

You know a brand-new market is beginning to jell. And you know it's as different from the market you are used to selling as if you were starting up a new business in Esthonia—wherever that is.

Then isn't *this* the starting point: To get the low-down on this *new* market, and how to sell it, strictly as applied to *your* business?

Find out whether the job is to discover or create new markets; if so, how and where; or to develop new selling methods; or to revamp your products to fit the new cosmos.

An Eastman Survey will bring you the answer.

Every Eastman Survey is a practical common-sense operation: a studied, unbiased criticism, constructively, of your present selling set-up; and a competent investigation among your consumers and agents. This is working with you, rather than for you, to the end of bringing out definite conclusions and workable plans.

We are entirely independent: nothing to sell but our services.

Call us up and talk it over. In complete confidence, of course, and without obligation.

## R. O. EASTMAN & COMPANY

*Marketing Research and  
Management*

420 Madison Avenue  
NEW YORK

(ELdorado 5-6549)

CHICAGO

BOSTON



# Renaissance of Advertised Brands

(Continued from page 5)

pend on egg money for their small spending funds were offered 25 cents a unit. They took the work home, some of them worked in the old barn. There were no taxes for the operator to pay, there was no factory inspection, and not any of scores of charges the legitimate manufacturer has to pay. Then the chiseler went out and sold the product of the farmers' daughters in competition with the makers of advertised brands.

Up over Leimer's bowling alley there was an old loft. A young man from the Bronx came up there with some machinery on his truck. He fitted up the loft, put advertisements in the paper asking for girls who wanted to learn the business. When they reported they were told they would have to work for two weeks on trial. Then they worked two weeks more.

Some of them were discharged after doing the best they could, others got small pay for the second two weeks. Then they worked three weeks and when the third pay day came around, after being stalled off by the young man from the Bronx, they arrived one Monday morning at the loft over Leimer's bowling alley and found it was vacant. He had piled his light machines on trucks in the night and moved on to another town to get some more suckers to work for him for no wages at all.

He sold these goods in competition with advertised brands. His prices were so much lower that women who had been desperately buying from price tags and price tags alone, fell for the merchandise, took it home, and found in most cases it didn't give service.

\* \* \*

Long before the NRA took form, legitimate manufacturers in every line of business were worried about the chiseler. He took the profits out of the whole industry for everybody by selling at lower than the cost of decent production.

The Renaissance of the advertised brand under the code system means the emergence of labels which stand for quality, for well-paid labor, for good laboring conditions and for the pride of a man who is willing to put his name and address on what he makes.

This emergence of advertised brands is so important that the current action of NRA in their behalf is of greatest significance. Within the week, General Johnson has sent out a letter to leading manufacturers and advertisers telling them that the time of consumers' fear is passed and that the time is here for aggressive advertising for the promotion of product sales.\* A response to such a call to action will start in motion great forces of far-reaching importance.

If the hard-boiled economist of the old school says that such forces have no bearing on our present economic situation, I offer the words of Walton Hamilton, famous teacher of Economics at Yale University, who has recently written:

The world of affairs is filled with human beings who live under human arrangements, who engage in human activities, and whose actions are guided by human motives. For economics which is only an aspect of this throbbing medley of our life in society, you must go to books, and to the questions in other people's heads, and to the thoughts in your own.

The thoughts of the women of America who are investing their husbands' hard-earned dollars and wages in merchandise are going to have a tremendous effect on the future of American industry. Completely fed up with the disappointments which came from poring over price tags, they are turning

\*General Johnson's letter to manufacturers and advertisers appears on page 10, this issue.

## THE BECKWITH SPECIAL AGENCY, INC.

**O**WING to unfavorable business conditions and circumstances beyond normal control it was determined only fair in the interest of all concerned that a friendly receiver be appointed to wind up the affairs of The Beckwith Special Agency, Inc., as of September 16, 1933. It is a decided satisfaction to realize that every legal obligation of the agency will be met in full.

For fifty-three years this agency has functioned as an important factor in the advertising industry of America, representing many leading publications and paying them more than \$80,000,000 without the slightest infraction of the principles of honorable business or the incurring of lasting ill-will.

I take this opportunity to acknowledge my deep gratitude to the publishers who have entrusted their national advertising interests to our care; to the advertisers and agency executives who have given of their patronage and to the personnel of the organization whose unceasing loyalty and devotion to duty made possible the high degree of success achieved in that trust, over these many years of happy association.

J. T. BECKWITH, *President*

THE BECKWITH SPECIAL AGENCY, INC.

in a body to identified merchandise which offers a yardstick of fair value.

No scientists, poring over the quality of merchandise in a stuffy laboratory, can test products the way a manufacturer who advertises to the millions can test his. For the mass test of public opinion is the final test.

The more the legitimate manufacturer advertises his product for a definite use at a certain price, the more it is tested by the mass of the public; the more quickly it is found to be good or bad value for the price paid.

\* \* \*

The manufacturer who previously operated on a big price differential now reduced in many cases to an absurdity by the new codes, was not always a chiseler. I know of one case where a manufacturer competing with a nationally advertised line had a factory in a neighboring city. He bought good machinery, had a lower labor cost, small offices where his competitor had big expensive ones, and otherwise cut costs legitimately.

After the code had bound him to a price which would give him only a slight differential, he sent for an advertising agent and is now discussing with him plans for a campaign based upon an improvement in his product. Many an advertising agent is looking over the new fields where advertising in the past has been slight or entirely absent.

A large manufacturer of expensive footwear for women used to sell 90 per cent of his business to one of the outstanding retail shops. He never had a brand name for his shoes. He never spent a cent of money in advertising. During the last two weeks he has adopted a brand name, has drawn up a contract franchise agreement on the basis of one outlet in each city, and is now planning an aggressive fashion advertising campaign to introduce his new spring line. Getting together with other manufacturers on the code, talking over trade secrets in public is what he says induced him to make this decided change.

"I have been very foolish up to this time" he said recently. "I made good shoes and what did I get out of it? A change of buyer could always put me out of a store. Never again for me. I am now going to establish my own brand and build up customer acceptance for it throughout the country. What is more, I am going to educate women about buying fine footwear. No manufacturer any longer can depend upon a retailer to sell his products. He must do the selling himself."

This is one example from a number of fields where a Renaissance of advertised brands is going to come from manufacturers who never advertised before. They, competing with the leaders, are going to induce a new kind of copy. Advertising, as some of its practitioners think of it now, has had to do with an era of desperate if not cut-throat competition.

Now that Marquis of Queensbury rules have been substituted for the old eye gouging, it becomes their business, not to remind business men to make as much noise as they can if they are not to be drowned out by their competitors, but to consider their advertising as the voice of their business and not to confuse the basis of advertising with a passing phase.

### *Old System Nearly Destroyed Itself*

That old system of competition of which noisy advertising was a part, came near destroying itself. Its day is as dead as the stock prices of August, 1929. We found we couldn't go any further in the direction we were going then in competitive business and therefore highly competitive advertising. Business started to move in another direction, sound business men started the chase of the chiseler long before NRA was thought of.

The NRA, therefore, is no outside power. It is business starting off in a new direction. It is the return of the advertised product to its former high place in markets where it was being forced out. The voice of business, the new advertising which is going to bring

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back the advertised brand to the pre-eminence it deserves, is going to do more than urge the consumer to buy. It is going to help educate the public how to buy and how to make every consumer's dollar perform its best service not only for the consumer but for the common good of the community.

The man who handles the advertising of the new leaders of industry—and all of these new leaders are going to be men of quality merchandise—is going to reiterate the fact that the business man who seeks a too big profit per unit of his sale, curtails his market and loses in the end much more than he can hope to gain. Advertising must sell the public not only the idea of buying but the idea of buying economically.

Therefore, as we go along with the parade, under the sign of the Blue Eagle which in all parts of the country screams "We do our part," let's not get too jittery about details, about troubles which will have to be ironed out.

There are plenty of them, it is sure. There is a feeling on the part of many that "boot strap economics" can't pull us out. It is true that the wages of labor can never buy back what labor produces. Else there would be no profit. But with public works, with the farm equalization act, with a change in that foolish law which stops credit for the production of capital goods, the wheels will again be made to turn.

Surely the objectives of the National Recovery Act are worth seeking by the leaders of American business. While there is and will be a growing difference of opinion as to the methods by which these objectives should be sought, there is also increasing evidence that business itself, progressive business, leads in the search, in the long quest for those objectives and will go along behind intelligent, aggressive leadership.

That leadership is going to come, not from State or National capitals, but from the ranks of business men, and in the front rank of all will be makers of nationally advertised, quality goods.

## Voluntary Chain Store Data

As a result of a research job just completed, we are prepared to release comprehensive, up-to-the-minute data on the Voluntary Chain Store Field to Agency Contact Men, Research Departments, Space Buyers, and other Advertising Agency Men interested in accounts having products sold through food outlets.

Sales and Advertising Executives of Manufacturers will also want and need this information.

These data are particularly valuable to any one interested in resale items, services, or equipment in the grocery store field.

The data are free.

Send your request on your business stationery.

### VOLUNTARY CHAIN MAGAZINE

Accepted **CCA** Applicant

114 E. 32d St., New York, N. Y.



## WORLD CONVENTION DATES

### The Key to the Nation's CONVENTION BUSINESS

Provides a complete and authentic list of all national, international, regional and state Conventions and Expositions to be held at future dates . . . over 18,000 annually. A comprehensive record giving meeting place, dates, secretary's name and attendance for each event announced.

Annual Subscription \$10

Carries advertising messages directly to association executives who buy the services and accessories required by all types of assemblies—conventions, conferences, banquets, luncheons, fairs, expositions, etc.

Advertising rates upon request

**Hendrickson Publishing Co., Inc.**  
1350 Broadway New York City

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Romer, Editor and President  
1928 — 1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,  
GORE COMPTON, Manager.

Atlanta Office: 87 Walton Street,  
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Canada  
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;  
quarter page, \$33.75; one-inch minimum, \$10.50;  
Classified, 75 cents a line, minimum order \$3.75.

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C. B. LARRABEE, Managing Editor  
R. W. PALMER, Associate Editor  
ANDREW M. HOWE, Associate Editor  
BERNARD A. GRIMES, News Editor

H. W. Marks, Arthur H. Little  
Eldridge Peterson, S. E. Leith  
Joel Lewis

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, OCTOBER 5, 1933

## "Keep It Selfish!"

Thoughtful advertising men were pleased to learn that the long-awaited official NRA advertising campaigns are not to be based, as was feared, on flag-waving appeals to patriotism.

"Without the ballyhoo, red fire and hoorah of the ordinary drive," the Recovery Administration announces, "every available medium—newspapers, magazines, radio and motion pictures—will be utilized to reiterate that the inevitable result of a successful program to put men back to work will be higher prices."

This will be good news to men like Fred Bohen, president of the Meredith Publishing Company, who has maintained, along with many others, that an enormous lot of additional buying would be done in this country right now if the

proposition could be presented to the people as a sane business matter—with no tears, heart throbs or patriotic ballyhoo.

This hard-boiled and sane successor to Ed Meredith who, during his life, was equally hard-boiled and sane, has concluded that people are a selfish lot—that they buy things they want rather than things somebody tells them they should buy; that they spend their money not for the benefit of humanity but for their own gratification and comfort.

Consequently, he is suggesting, "Keep It Selfish!" as a slogan that can help the NRA really get somewhere in its effort to cause buyers to loosen up a bit and get things going once more.

This is of course good sound sense—so much so, in fact, that one can hardly visualize its employment in an appeal to *hoi polloi*.

Everybody concerned, however, may just as well come down to earth and admit that appeals such as "Be patriotic; buy now," "Buy and put a man to work," "Don't hoard; buy now" have proved to be awful flops. These are unreasoning emotionalisms which are perpetrated because of the mistaken idea that the people as a class have no sense and that in the heart of everybody is an upsurging impulse to help and help until it hurts.

It is true that the plain, mine-run citizen isn't overly burdened with gray matter; but he has more of it than he is given credit for. And as to the overwhelming desire to help, that simply doesn't exist. Unless it is going to buy something for himself or somebody else in whom he is interested, the average person parts with his money only after a bitter grimace. Maybe this is not a lovely thought, but why evade it?

On the other hand, in buying to help themselves people actually do help others—do create jobs. If they

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are asked to buy to create a job, they won't. If they are asked to buy something they want and can afford, they will, and the jobs come just the same. That has been the appeal of the illustrated editorials running in the Hearst newspapers—"Buy everything you need." People were not asked to be extravagant just because men need work.

If the proponents of "Buy Now" knew anything about psychological reactions, they would make it their business to persuade people that one need not be ashamed to buy an automobile which is beyond the means of so many or to buy two suits of clothes when his neighbor can buy one or none. Purchasers are holding back because they hesitate apparently to flaunt their buying power in the face of such widespread distress. So they keep their money; business does not expand as it would if they didn't keep it; men are still hunting jobs.

People are selfish. They were born that way and can't be changed. Approach them from a standpoint of self, therefore, and the wheels of industry are going to move a lot faster.

### Information vs. Litigation

The position has frequently been taken in these columns that litigation is a poor second to information when an industry is being threatened or actually harried by political attack. It must be admitted that the method—telling the consumer—has had little or no thorough trial. But the failure of the former—telling the judge—has been established in more than one important instance.

It is to be hoped, then, that the delegates to the convention of the American Gas Association were listening carefully to some pertinent remarks from within the ranks, those of E. M. Tharp, of the Ohio Gas Fuel Company. Other branches of the utility industry

might also do well to tune in on Mr. Tharp's view. It is contained in just one sentence, but that sentence tells the whole story:

"When we take the attitude of constitutional rights out of the picture; when we stop being defensive; when we quit arguing matters of cost and investment with politicians; when we eliminate these things and substitute for them employees selling contacts with customers and a liberal use of service literature and newspaper advertising, we will replace political attack with consumer confidence and support."

The legislative refuge may be successful at the moment, but, as Mr. Tharp points out, it creates a basis for further suspicion and dissatisfaction with which the politician might agitate the public. Inform the public and, the cause being a sound one, the politician hasn't a stump to shout from.

There are several other industries which have, or may have—and the sooner the education starts the less the cost—reason to heed Mr. Tharp's advice. Chain stores are most certainly one of them. So are banks. So are bus lines. And so, if we do not misread some distant signs that crop up now and again, are insurance companies.

### Real Help for NRA

One of the many things that cause PRINTERS' INK steadfastly to believe in the NRA is the enthusiastically active support which the Better Business Bureaus are giving it.

These virile and aggressive organizations have fought crooked advertisers long enough to know all about honesty, decency and fairness in business. And out of their accumulated experience along this line they are giving freely to the Recovery Administration.

The announcement that they will have a prominent hand in the enforcement of the retail code makes

us feel more than reasonably sure that the code will be effective. General Johnson did a wise thing when he enlisted their services. His sleep will be more peaceful—when and if he ever gets time to sleep.

The bureaus are not perfect and have made their mistakes. But who is and who hasn't?

That they have powerful enemies is to be expected. An organization cannot go around consistently cracking down crooked heads and be universally loved and acclaimed by those business sinners who naturally like soft words and caresses better than bludgeons.

They ought to glory in their enemies, as doubtless they do.

PRINTERS' INK, as the originator of the Truth-in-Advertising movement, is proud to felicitate them upon their achievements—and also upon their usefulness past, present and future. There have been misunderstandings as to their aims and operations. But this is now all water over the dam, under the bridge or wherever it is that water goes.

### ***Pretty Waitresses***

You may have thought it a mere matter of aesthetic pleasure that causes you to prefer to engulf your ham and sweet potatoes at Florence's station. Mr. A. A. McVittie has a different and possibly epochal slant on the subject. His word should be authoritative for he is a restaurateur of note and his revelation was equably received by his colleagues of the National Restaurant Association, in convention assembled.

"A pretty waitress," held Mr. McVittie, "is the first aid to good digestion." This being a business gathering, he went on to explain that good digestion means better business for the restaurants.

"There is nothing," the speaker noted with considerable logic, "more beautiful than a freshly

pretty girl. There's your cue. Get the nicest looking girls you can find for your waitresses. Teach them to smile and put them in an attractive dining room. Then (in an aside he allowed a slight percentage to the food) the patrons will crowd through your door."

These words hold revolutionary possibilities in restaurant merchandising and advertising, of which smart operators will probably be quick to take advantage. Individualization, for instance. It would seem very likely that different types of beauty will be found to have varying effects on digestion. An ash blonde with a retousse nose might have a much better influence on a New England boiled dinner than a titian with a wind-blown bob. The restaurant owners who survive will be those who best serve the public need.

The outlook seems dark for cafeterias and the automats. To say absolutely nothing of the Pullman dining car brethren.

### ***Hail—and Farewell***

Fifty-three years ago The Beckwith Special Agency started business in New York, to represent daily newspapers. For twenty-five years it was conducted by Samuel C. Beckwith and since his death in 1905 his brother, John T., has been at the helm.

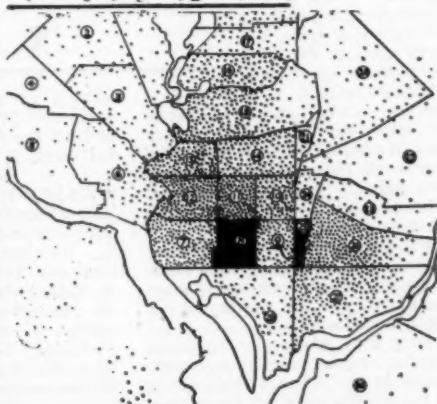
And now, after more than a half century, The Beckwith Agency has wound up its affairs and gone out of business. Its passing is worth more than brief mention because the Beckwith brothers were active when advertising history was being made fast and they had a hand in the making. It is a source of satisfaction, too, that Mr. Beckwith can announce that every legal obligation of the agency will be met in full. To him and to his former associates PRINTERS' INK extends greeting and best wishes.



# HERALD COVERAGE of Washington families



The above map shows the distribution of population in Washington, D. C. Below is shown the distribution of Herald circulation. Try to distinguish one map from the other and you'll realize how the distribution of Herald circulation parallels the distribution of families and retail outlets in this unusual market. This is just one reason why advertising in the Herald produces low cost results.



## 95,000 OF WASHINGTON'S 150,000 MORNING NEWSPAPER READERS PREFER THE HERALD

*The Sunday Herald Reaches 3 out of 5  
Families in the Washington Trading Area*

National Representatives: Rodney E. Boone Organization

# The Little Schoolmaster's Classroom

THE battle against price-cutting, so rampant in the tobacco industry, last week was carried into the ranks of cigar smokers. Fond of a good cigar himself, the Schoolmaster looks with approval on the strategy of Bayuk Cigars, Inc., which puts the issue clearly up to the consumer's sense of fair play.

"Who is there," it asks, "that could enjoy his smoke if it were known that a fair price for his enjoyment had not been paid either to the tobacco grower, the cigar maker or the dealer?" This is the question which Bayuk, in newspaper space in a large number of cities, is putting up to the nation's smokers.

Every smoker wants business to be better—his own and every business. No industry can be successful unless all the factors making up that industry have an opportunity to make a fair profit. Bayuk's message points out that the interest of the farmer is now cared for through the processing tax. NRA has improved the working and wage conditions of the employees of cigar manufacturers.

Only the cigar dealer, at whose counter centers the interest of every factor in the industry, risks a cut in his earning capacity. He is more or less helpless to handle the cut-price situation when his trade is apt to pass his door for purchases at a lower price down the street. He needs his customers' co-operation and this is what Bayuk strives to bring to him.

Bayuk brings a troublesome, industry-undermining situation before the bar of public opinion. Each cigar smoker is asked to be a judge of whether it is right or just for



WHEN you buy a newspaper—a bottle of beer—a handful of gasoline—you neither ask for nor expect a cut price from the dealer.

But what about cigars? Do you look for—and expect—a dealer to cut his price on the cigar you smoke? If so—we ask you to consider these facts.

Within recent months—the living conditions of two great groups in the cigar industry have been improved. The tobacco farmers—who are being cared for through the Processing Tax. The employees of cigar manufacturers—who are getting higher wages and working less hours.

There is still another great group that can't be overlooked—the retail tobacco dealers.

The price your dealer asks for a cigar is a fair price—and represents a living income

to the farmer—to the cigar plant employee—to the dealer himself... these important links in the chain of service to you.

When you ask the dealer to cut this price—you are asking him to cut his own salary. You are asking him to give you the profits he must rely upon to support his business and his family.

Is it right... is it just... for any smoker to expect and to accept this sacrifice?

Bayuk and other cigar manufacturers—with the cooperation of retail dealers—are today giving you greater cigar value than ever in history.

Bayuk believes the cigar smokers of America will recognize the retail dealer's right to a fair profit. We ask your support in forcing the dealers from this profit-eating crib.

*Bayuk Cigars, Inc.*  
Makers of Bayuk "Fidèle"



himself or any smoker to be a party to depriving the cigar dealer and his family of a fair profit for his services.

\* \* \*

An interesting device for capitalizing a return postcard with a mailing piece was recently employed by the Westinghouse Electric Supply Company, Inc. In the address space of a three-fold folder was cut a slit just wide enough for the insertion of a Government return postcard. The postcard extended through this slit to the bottom edge of the mailing piece where a blue sticker attached it firmly and at the same time sealed the folder. The address was on the postcard itself.

When the dealer opened the folder and removed the card, he found that the reverse side of it was addressed to the company and on the side which carried his name was a message to the company saying, "You may send your free booklet and information about your low cost, simplified and guaranteed

# He Talks Your Language!



WALTER A. LOWEN  
Placement Specialist

FROM the top drawer of New York's most carefully selected file of applicants for Advertising and Sales Executive Positions, the following men and woman are recommended to the employer on the alert to strengthen his organization at this propitious moment. Drop me a line or phone and, at no obligation to you, I'll gladly supply further confidential details or arrange for interviews, if you wish.

**\*SALES DIRECTOR**—Two positions in 22 yrs. Remarkable record as top notch producer in specialty fields, particularly in OIL & AUTO EQUIPMENT. College Grad. of fine appearance & dynamic personality. Now available only thru sale of Co. of which he was Gen. Sales Manager. Last salary \$18,000. Right opportunity of first importance.

**\*ADV. & MERCHANDISING MGR.**—College Grad., age 31, excellent appearance, alert personality. Valuable 4-A Copy & Contact training, followed by past 8 yrs. with well known COSMETIC mfgs. Strong CREATIVE talent, keen business judgment, up-to-date merchandising ability. Salary open to negotiation.

**\*ART DIRECTOR**—Unusual experience & VERSATILITY. 10 yrs. with leading 4-A. REMARKABLE RECORD on famous campaigns. Broad art, writing & business training. Organizer, designer, visualizer, ideas. Contacted important advertisers. Finest appearance, engaging personality; 38. Earned \$20,000. Take plenty less for opportunity with Agency or Mfrg.

**\*SALES MGR.**—Three positions in 15 yrs. V. P. in last two. STRONG in TECH. field. Worked up from Sales Corresp't step by step to Sales Mgr. Coll. Grad., 38, unusually personable. Past earnings in 5-figure class. Interested in \$8,500.

**\*COPY CHIEF**—One of America's top notch CREATIVE craftsmen; 4 yrs. in present & 8 yrs. in previous position directing nat'l accounts with prominent 4-A's. Dynamic COMBINATION writer, coach & salesman. College Grad. of A-1 appearance & personality. A man of nat'l reputation. Open for betterment.

**\*AG'Y SERVICE & NEW BUSINESS MAN**—Six years with present 4-A as Major Acc't Exec. Brought in 22 NEW ACCOUNTS. Capable plan, copy & layout man with EXCEPTIONAL 15 yr. record. Cleancut chap of 35. Change for right opportunity. Prefers moderate salary plus bonus.

**\*COPY WRITER & PUBLICITY WOMAN**—Since 1929 with large 4-A writing industrial films & outstanding campaigns on important nat'l accounts: foods, cosmetics, textiles, apparel & int. decorat'n. College ed. plus Indus. Art School. UNCOMMON creative ability & VERSATILITY. Asks only \$4,500-\$5,000.

**\*ASS'T ADV. OR SALES PROMO. MGR.**—More than 6 yrs. present position leading specialty mfrg., planning, writing & producing HUNDREDS direct mail pieces, window displays, etc., on products distributed thru SCORES of channels. College Grad., age 31, alert, ambitious. Change for \$3,000-\$3,600.

**WALTER A. LOWEN Placement Agency**

11 West 42nd St., New York

Phone PENnsylvania 6-4406

## Voluntary Chain Store Lists

A brand new crisp list of EXECUTIVES and BUYERS in the Voluntary Chain Store Field is now available. There are other good lists of Voluntary Chains but no other list of EXECUTIVES and BUYERS. The first release and first supplemental release are now available and contain between three and four thousand names.

Supplements will be issued from time to time throughout the year. It is expected that these supplemental lists will swell the number of names to around five thousand.

Any concern interested in selling resale products, equipment, or service to the Voluntary Chain Store Field will want and need this list.

For particulars address:

### VOLUNTARY CHAIN MAGAZINE

Accepted **CEA** Applicant

114 E. 32d St., New York, N. Y.

## He can't write clever copy

... he doesn't try. But here's an agency copy man who does write copy that rings with sincerity, with conviction—copy that has a selling slant in every line. He's a sincere individual himself. Perhaps he's just the man you're looking for. Twelve years' agency experience. Creator of some very successful though small campaigns... an important point with limited budgets. At present with 4-A Agency. Thirty-four and married. Will go anywhere if the opportunity makes it worth his while. Will gladly send photograph, samples of work done, and more complete information. Address "R," Box 107, Printers' Ink.

## I Want a Product...

that can be sold by my force of house-to-house canvassers throughout the United States. "W," Box 109, Printers' Ink.

'automatic heat'—the 'marvelous MARR' burner."

The address which had served to get the folder to its destination as it appeared on that part of the postcard which projected from the slit in the folder, now served as a signature so that all the dealer had to do was drop the card in the mail.

This simple device had two advantages. First, it made the appearance of the folder unusual enough so that the dealer was bound to give it extra attention. Second, it greatly simplified the procedure of answering the inquiry.

\* \* \*

Advertising of advertising is a phase of the business which the Schoolmaster has not only commented upon over the years, but which he has often participated in. He can remember a campaign sponsored by *Cosmopolitan* years ago to advertise the dependability and reputation of advertisers. Also, he recalls the splendid activity sponsored by N. W. Ayer & Son, Inc., a campaign to which publishers gave generous co-operation.

There also come to mind the promotional campaigns of the Meredith Publishing Company and that of the Periodical Publishers Association, among many which the advertising business has contributed toward educating the public to a better understanding of advertising as a practical and economic guide in their purchases.

One of the latest instances, which the Schoolmaster mentions because of the quick growth of an idea, is the publication of an "Advertising Guide" by *The Literary Digest*. Its publication was started in 1932 as a monthly review of advertised products. Products are classified as to use and, accompanying a description of their use, mention is made of samples or booklets if these are available.

Circulation takes advantage of the large mailings which publishers of *The Literary Digest* have each

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month among subscribers and purchasers of books. A mailing of 100,000 monthly gives the opportunity to do a job in building a better appreciation of the advertised product.

\* \* \*

There is a new school of selling. If, as and when it takes hold, salesmen and advertisers will have to change completely their conception of sex in selling. It is with the thought of providing them with some idea of what should be done, should the new idea gain a stronger foothold, that the Schoolmaster brings the subject to the Class.

The new theory was discussed at a recent meeting of the Milwaukee Advertising Club by James Mangan, advertising manager of the Mills Novelty Company. The present school of selling, he explains, was formally established forty-five years ago by John Patterson, founder of the National Cash Register Company. Mr. Mangan goes the full length in urging adoption of a new theory.

Instead of the salesman being a man, as Patterson insisted, Mr. Mangan holds that the salesman, and it should be made clear that Mr. Mangan is speaking metaphorically only, is a woman. Any product or service sold is feminine, also.

Whether wearing skirts or trousers, every buyer is considered by the new school of selling (the Schoolmaster almost said salesmanship) as always being a man, that is considering the buyer in the pure buying phase.

Selling, the theory sets forth, is essentially a marriage between buyer and seller. Under this principle salesmen and advertisers must

## AVAILABLE

### ● AGENCY EXECUTIVE ADVERTISING MANAGER

Young executive, 29, conducting one-man agency, seeks wider scope with agency or advertiser. Ten years with 4-A's and small agencies—Solicitations, contacts, plans, copy, layouts, production. Two years with advertiser as sales-advertising manager. University education. Married. Reasonable salary. "M," Box 105, Printers' Ink.

## WANTED GENERAL SALES MANAGER

A new, well financed organization seeks the services of a high type executive to take complete charge of sales nationally.

The product—a new, unique, fully patented display unit, which to date has not been marketed.

We need a man who thoroughly understands display advertising—who has contacted national advertisers, advertising agencies, and advertising executives of large chain & department store outlets—who understands as well the advertising requirements of the small retail store, hotels, theaters, etc. He must be able to formulate a merchandising and sales campaign on a national scale; organize a sales force, appoint representatives of similar qualifications in key territories from coast to coast.

To a man so qualified to handle a big job and a hard one, we offer a permanent and highly profitable connection.

Write for an interview to J. S. E., care of Sterling, 151 W. 40th St., New York.

## To the man who . . .

- knows "5 & 10" merchandising thoroughly, and
- who has exceptional selling ability . . .

we offer a key position on the advertising staff of a national publication at a liberal salary and full selling co-operation. Imperative that applicant have experience in this or directly associated fields. Give all details, i.e., former connections, age, etc., in first letter. Address "N," Box 106, Printers' Ink.

## Representatives Wanted

The only Company in America Authentically duplicating the Imported High Relief Inlaid Embossed Display Signs wants representation by reliable persons and Established firms throughout the United States.

Chaspee Trading Company, Inc.  
41 East 42nd Street  
New York

## I Know Business Paper Selling—

Know it from sixteen years' association with one of the best-known merchandising journals.

In this time I have hung up an enviable record of results in New York and New England, mostly selling advertisers direct, but also through agencies.

That I have been successful is chiefly due to thorough knowledge of how to sell business-paper space . . . knowing how to present my story in light of prospects' problems . . . by personal solicitation and by mail.

Have prepared special presentations to fit individual accounts; furnished ideas for campaigns; written copy.

Married; age 32.

May I tell you more about my highly specialized experience in this specialized field of selling?

Address "T," Box 108, Printers' Ink

## Production Managers

can you really check the costs of your composition? Or do you trust to luck and assume that your typographer would never, positively never! take the slightest advantage.

A new system, showing how to compute typographic costs has been devised. Based on square-inch measurements, it enables you to estimate costs before advertisements are set, and to compute revise costs. A sixteen-page booklet describing and illustrating this Hardin Fixed Cost System for Typography, with a measuring gauge is mailed for \$1.00.

**E. P. Hardin**

379 Grand Central Annex  
New York City New York

"Sincerely Yours, John Doe"

Do your letters mean what they say? Do they say what they mean? Let me draft form letters for you that will sell your goods, adjust complaints tactfully, bring in accounts due and make new business and friends for you. Your present letters criticized and rewritten. Trial rate \$1. Clip a dollar bill to your letter and attach literature and full details. Highest commercial references.

Address "C," Box 98, Printers' Ink.

cultivate those feminine arts and charms which help a woman to get her man. Of course what they really will be after will be a good, old-fashioned sale.

Five qualities taken together will give guarantee of the sale,

Because Mr. Mangan predicts that the new theory will be generally accepted by merchandising minds within two years, the Schoolmaster lists these five qualities which perfect selling or perfect advertising must contain. They are beauty, appeal, richness, familiarity and potential motherhood.

Products advertised should only be modified by words having a feminine gender—this is another important principle of the new theory.

Finally and to anticipate some Class-member who may ask the question, what, under the new school, happens after the sale. The Schoolmaster quotes: "After the sale, continue to be a woman. Girls get husbands by being women. After the marriage, they often try to assume the masculine role. Result—disaster. The best salesmen are those who serve like true women after the sale."

## New Addresses

Oral Hygiene Publications, 1005 Liberty Avenue, Pittsburgh.

Fred Kimball, Inc., newspaper advertising representative, Detroit office now in the Stormfelters-Loveley Building.

Securities, new financial weekly started at New York, 130 Cedar Street.

The Roland Company, advertising art service, RKO Building, Rockefeller Center, New York.

C. F. Hatch Company, Lowell, Mass., packages, is opening New York office at 122 East 42nd Street, New York.

Falulah Paper Company, New York office, 500 Fifth Avenue.

## Appoints Brewer-Weeks

The advertising account of Ansel W. Robison, San Francisco, Robison's pet specialties, has been placed with the Brewer-Weeks Company, of that city. A campaign for newspapers and business papers on the Pacific Coast is planned.

**Fred A. Wish Inc.** Representing over Sixty well known  
and capable Cartoonists!  
12 E. 41<sup>st</sup> St. N.Y.C. Send for List—Let us quote you on your needs

**CLASSIFIED**

Classified  
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## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**WANTED—ADVERTISING REPRESENTATIVE FOR MIDDLE WEST TERRITORY; TRADE PAPER SELLING EXPERIENCE; WRITE COMPLETE DETAILS.** Box 429, P. I.

**PHILADELPHIA REPRESENTATION.** Want one or two products to merchandise in Philadelphia and vicinity. Have years of experience in advertising and selling—only interested in high-class products. Well organized—best of references—P. H., Room 816, Ledger Building, Philadelphia.

### HELP WANTED

#### ARTIST WANTED

Man who has had department store experience of the advertising feeling of Lord & Taylor or Macy, advertising agency experience as an assistant art director at least, and thorough understanding of production. Call Miss Bechtel, Ashland 4-7484 and arrange to leave samples.

WE have a splendid opportunity for an industrious salesman with a car, especially a man who has had advertising training. We have built a successful business on Truck Posters for Wholesale Bakers, this is sold as a monthly Service, and we give each salesman sufficient territory to insure a real profitable income, in fact we insist that our territories produce a certain volume thus the man we hire is bound to make good money. If you can qualify answer giving full details, age, past connections and ready references. Poster Industries, Inc., 153-07 Barclay St., Flushing, N. Y.

### POSITIONS WANTED

**Expert Layout Man,** Letterer and Designer, thirteen years' experience on national, mail-order and direct mail accounts, Salary secondary. Go anywhere. Age 37, married. Box 423, P. I.

### ARTIST

Long lithographic and agency experience, A-1 lettering and design wishes position or part time work. Box 428, P. I.

**Advertising Manager,** now employed seeks connection where intensive promotion is required—excellent experience general advertising, direct mail, supervising salesmen—particularly adapted getting business from chains, dep't stores, small retailers. Box 425, Printers' Ink.

**WRITER—(29)** College graduate; just returned from World tour, seeks worthwhile connection. Agency, publishing and departmental experience. Reasonable starting salary. Box 422, Printers' Ink.

**Sales Manager;** with five years' experience directing sales through the industrial and automotive jobber, also fifteen years manufacturing executive, age 43, married, available immediately. Box 430, P. I.

**Can you use services of young woman with eight years' experience in magazine field?** Experienced in advertising and circulation promotion, selling space, layout and makeup. College education. Box 433, P. I.

### Art Director—Artist

Wide experience, wishes connection with agency or publication on part time basis. New York City only. Box 431, P. I.

**Advertising Writer and Editor—**Does merchandising and art work. Well known specialist in cosmetics. Widely experienced. Highest references. Unusual opportunity to secure exceptional talent at moderate salary. Part, full time. Box 432, P. I.

**SECRETARY, COPY WRITER, STE-NOGRAPHER;** good at layout; specimens of work available; diversified advertising experience; college education; Christian, smart appearance, under 30; accurate at detail; \$25 a week. Box 426, P. I.

**Salesman Advertising,** well-rounded diversified experience dealers, manufacturers, periodical, some research. Desires position advertising organization or department. Ambitious, willing; salary secondary. All references. Box 427, P. I.

### Seasoned Advertising Man

4½ yrs. manager of copy, plan and contact department servicing over 300 accounts. Personally writing copy and planning campaigns for over \$1,000,000 space. Age 34. Valuable as account executive or advertising manager. Box 420, Printers' Ink.

**Man with twelve years' Advertising** experience wishes to enter import and export business abroad, or at home. Knows Europe, Africa and the Orient. College education, single, age thirty-four. Will consider any proposition with any kind of inducement. Speaks two foreign languages. Good correspondent and able to sell self to interested parties. Write, Box 424, Printers' Ink.





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# NATURE ABHORS « « A VACUUM » »

EVERYWHERE there is a hole, Nature fills it with water, air, gas or something. She abhors a vacuum. And business can take a lesson from this. Too often a business man is inclined to let those holes in his business remain void, when a CATALOG, LEAFLET, BOOKLET or BROADSIDE would bring in the sales needed to fill the sales gap.

IN many lines of business, we have been helping executives close sales gaps by designing and producing printing that sells. Our experience will be of value to you, too. Why not call us today and let us tell you about it?



Telephone MEdallion 3-3500



## CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK



● The Chicago Tribune during the first nine months of this year printed more total department store advertising lineage than any other Chicago newspaper.

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Vol. C

Business  
EAST  
UNIVERSITY